Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

Second Class Postage Paid at Chicago, Ill. Copyright, 1960, by Advertising Publications, Inc.

September 5, 1960
Volume 31 • Number 36
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

THE NATIONAL NEWSPAPER OF MARKETING

Schering Unit Shifts Brands to Burdick & Becker

White Business Was at Wilson, Which Also Loses Wallace Brand to Burnett

NEW YORK, Sept. 1—Ethical drug accounts are on the move again.

White Laboratories Inc., Kenilworth, N.J., this week appointed Burdick & Becker to handle advertising for "several of its established products" and for some new drugs, effective Oct. 1.

The business moving to Burdick & Becker includes all of the White products now at Robert E. Wilson Inc. Among these are Permitil, a tranquilizer, and an anti-diarrheal agent.

White has shifted accounts from agency to agency over the past few years, and J. J. Florio, advertising manager, said today more changes might be in the works.

■ Jordan, Sieber & Corbett—a rather recent appointee—has been dropped from the roster, and White is now down to three shops: Harry C. Phibbs Advertising, Chicago; Shaller-Rubin, New York, and Burdick & Becker. Shaller-Rubin handles virtually all of White's over-the-counter products (drugs available without a pre-

(Continued on Page 88)

TV Spots Help Boost Industry Sales to $1 Billion, FCC Says

WASHINGTON, Sept. 1—A sharp increase in national and regional spots was a major factor pushing tv time sales beyond the $1 billion mark in 1959, according to Federal Communications Commission statistics just released.

Time sales of national and regional spot advertisers went up 22.9% to $424,200,000, and were only 5% below sales to national network advertisers.

Sales to national network advertisers also were up 5% in 1959 to $445,800,000, and sales to local advertisers were up 10.6% to a total of $200,600,000. If this rate of change continues, spot will easily become tv's top revenue source in 1960.

■ The tv industry's total sales to advertisers amounted to $1,070,600,000, compared with $951,000,000 in 1958, a 12.6% increase.

When $273,500,000 for talent fees is added, FCC figures show advertisers spent $1,354,100,000 with networks and stations. Since the FCC figures do not include expenditures with program producers and other non-broadcasters, this still does not represent the full advertiser investment in tv.

After deducting commissions to agencies and reps, which amounted to $180,200,000 in 1959, networks and stations showed total broadcast revenue (time sales plus talent fees minus commissions) for the year of $1,163,900,000, an in-

(Continued on Page 12)

Theodore Lipke, Jr., of Morristown, N. J., saw this picture 60 seconds after he took it with his Polaroid Land Camera.

STOPPER—*Polaroid Corp., Cambridge, Mass., is running a campaign of one-third page ads in Sports Illustrated using only 20 words of copy. Most of the photos were sent in by amateur users of Polaroid. Doyle Dane Bernbach is the agency.*

Agency Profit Rose to 4.27% in '59, 4A's Finds

Downward Trend Is Reversed; Costs Stay Steady but Taxes Rise

NEW YORK, Sept. 2—America's advertising agencies did better in the profit department in 1959 than in either 1957 or 1958, according to figures made available to ADVERTISING AGE by the American Assn. of Advertising Agencies.

Based on reports from 240 agencies, the Four A's said that net profit (as a percentage of gross income) amounted to 4.27% last year. In 1958 the figure was 3.23%, and in 1957 it was 4.11%. Gross income comprises commissions, agencies' service charges and fees.

Frederic R. Gamble, Four A's president, first indicated a 1959 reversal in the downward trend of agency profits in a speech at the National Business Publications meeting in Florida last March. At that time he said he did not yet have details on the agencies' profit performance. In May, he told a meeting that "profits are still too low, and there is still a great deal of work to be done to bring them up to a point where our industry is really healthy from a profits standpoint."

■ Figures on agency costs and profits were revealed for the first time by Mr. Gamble in the November-December issue of the *Harvard Business Review* (AA, Nov. 2, '59). Mr. Gamble's statistics covered the ten years from 1949 through 1958. "The time has come," said Mr. Gamble then, "not only for clients, but agencies as well, to understand the cost problems faced by advertising today."

The 1959 figures show that net profit, considered as a percentage of billing, increased for the first time since 1955, when it was 1%. Last year's figure was 0.67%.

At the same time, total agency expenses decreased from 95.35% in 1958 to 93.94% last year. This amount duplicated 1957's expense percentage.

■ The Four A's figures also indicated a continuing upward trend in all taxes. Taxes other than income, moving upward from 1.45% in 1953 to 1.72% in 1958, advanced to 1.91% last year. Income tax, which slid off from 2.74% in 1956 to 1.98% in 1957 and dropped to 1.42% in 1958, moved up to 1.79% in 1959.

For a complete picture of agencies' costs and profits over the past ten years, see Page 10. #

'I Am Shocked' . . .

Station Rep Group's One-Rate Drive Hurts Smaller Stations: Sonderling

'Equal Service' Concept Is Twisted in Reasoning by Association, He Says

OAK PARK, ILL., Aug. 30—Egmont Sonderling, president of WOPA Inc., owner of WOPA, radio station in this Chicago suburb, last week blasted a campaign currently being conducted by Station Representatives Assn. to establish a single rate for broadcasters.

In a letter to Lawrence Webb, managing director of SRA, Mr. Sonderling said he was "shocked to find that an organization whose duty it is to represent radio stations has taken it upon itself to champion the cause of isolated advertising agencies against the interests of a very large segment of the broadcasting industry." SRA launched its campaign for a single rate earlier this month (AA, Aug. 15).

"It is most peculiar that the broadcasters always have to serve as guinea pigs, and should be ready to present themselves as sacrificial lambs," Mr. Sonderling wrote. "I would like to see the day when newspaper representatives would dare to engage in activities such as yours. I also can just about picture what would happen to the revenues of the largest and most powerful publications if a single rate were introduced.

■ "Single rates are fine for radio stations which carry in excess of 80% of national business. Such stations are usually located in the top markets, and the local business they do is derived from the budgets of the very important local advertisers who can well afford to pay the national rate.

"There are most probably thousands of stations in this country which cannot live with a single rate and should not be asked to," Mr. Sonderling maintained. "How would it be possible for a small clothing store, a food market, or any other store doing a volume of less than $500,000 a year, drawing business from a specific neighbor-

(Continued on Page 82)

AA Surveys 500 Dentists . . .

Dentists Tag Along With ADA on Crest

Many Switch to Crest, Recommend It to Patients; Minority Hits ADA Okay

By Lawrence Bernard and John Crichton

NEW YORK, Aug. 31—Dentists tend to approve the American Dental Assn.'s endorsement of Crest. Most dentists intend to recommend it to their patients. Many dentists — most of whom do not use Crest themselves now—report that they will switch to Crest.

On the other hand, a substantial minority of dentists—perhaps around a third—feels strongly that the ADA should not have endorsed Crest, disapproves the endorsement, and emphatically declines to recommend Crest to patients.

■ These are highlights of an ADVERTISING AGE mail survey made among 500 dentists in a national sample drawn from ADA's membership list. ADA reports a membership of more than 95,000, or seven out of eight of all dentists.

By about a two-to-one majority respondents to the survey favored the Crest endorsement by ADA, and expressed enthusiasm for the stannous fluoride toothpaste and its properties.

Interestingly, many dentists noted that Crest's advertising was restrained and disciplined. They hope it stays that way: "I approve of the endorsement if the Crest people will keep the advertising reasonable and ethical," writes a Lincoln, Neb., dentist. "There is a possibility that some of those large ads will kick back sooner or later," a Tulsa dentist thinks; "Crest was smart in its advertising

(Continued on Page 87)

Last Minute News Flashes

D'Arcy Dickering to Buy San Diego Agency

NEW YORK, Sept. 2—D'Arcy Advertising reportedly is completing negotiations with Armstrong, Fenton & Vinson, San Diego, for purchase of that agency. Gladstone Vinson, president of the agency, declined to comment on the proposed merger. He told AA that several New York agencies have contacted him regarding a merger, and he expects to make an announcement Sept. 7. D'Arcy's interest in a San Diego operation is the result of the agency's acquisition earlier this week of the Convair division of General Dynamics Corp. account (*see story in adjoining column*).

Grey Adds Warner Item; Loses Sheep Council

NEW YORK Sept. 2—Grey Advertising has been named to handle test marketing of a new drug item being introduced by an unnamed division of Warner-Lambert Pharmaceutical Co. At the same time, the agency has severed relations with the American Sheep Producers Council. The account, which bills an estimated $500,000, will go to Potts-Woodbury, whose Denver office also handles lamb promotion for the council.

McCann Discusses Merger with Holst & Male

NEW YORK, Sept. 2—McCann-Erickson has "held some talks" with a Honolulu agency, Holst & Male Inc., with a view to acquiring or merging with the Hawaiian shop. Holst & Male bills about $1,500,000.

(Additional News Flashes on Page 79)

D'Arcy Succeeds L&N on Convair

SAN DIEGO, Aug. 31—Convair division of General Dynamics Corp. has switched its $1,000,000 account from Lennen & Newell to D'Arcy Advertising, as of Oct. 1.

Affected in the switch are Convair and Convair Astronautics in San Diego; Convair-Pomona, California, and Convair-Fort Worth.

D'Arcy now has all of the General Dynamics complex, including its corporate offices, the electric boat, Electro-Dynamics and Stromberg-Carlson divisions. Emmett McCabe, advertising director for Convair, said the D'Arcy appointment reflects a desire to have one agency for General Dynamics and all of its divisions, to enable better internal coordination of advertising.

He said that as yet it has not been determined what D'Arcy office will service Convair or what arrangements must be made to handle the division's foreign advertising, which has been substantial this year. #

Swanson Cookie Leaves Grant, Seeks New Shop

Smaller Holders of Franchises Reportedly Were Critical of Agency

BATTLE CREEK, Sept. 1—Swanson Cookie Co., which markets its Archway cookies through 20 franchised bakeries, is looking for a new agency for its national advertising this week, following the dismissal of Grant Advertising, Chicago.

Mrs. Ruth Venn, president of the company, told ADVERTISING AGE that Grant was dropped after the company's advertising committee became dissatisfied with a spot radio campaign proposed by the agency.

"Some of our largest franchised bakeries, which contribute most of the money toward our national ad program, became very unhappy with Grant when they found that spots were scheduled on only two or three stations in their marketing areas, while some of the smaller bakeries were allotted spots on ten to 12 stations," she said.

■ Swanson's national advertising budget has been running from $120,000 to $130,000, Mrs. Venn said. The company this year has been sponsoring the "Archway Cookie Show with Dennis Day" and segments of Don McNeill's "Breakfast Club" (both ABC Radio), and it has been using magazines and newspapers.

George Markham, Swanson's national franchise manager, will head up the search for a new agency. Mr. Markham recently succeeded Edward Marineau, who has joined Norman-Navan Advertising, Grand Rapids, as a principal stockholder and vp in charge of district services. The agency is changing its name to Norman-Navan, Marineau & Moore.

Norman-Navan, which lost the Swanson national ad business to Grant two years ago (AA, Sept. 15, '58), has been doing local advertising for some of Swanson's licensees, and the agency will handle national advertising until a successor to Grant is found.

■ Grant's troubles on the Swanson account began two months ago, when some 10 of the smaller franchised bakeries complained that they were getting few or no benefits from national advertising. They asked to withdraw from the national ad program and Swanson agreed. Since then, Swanson's national ad fund has dropped from some $120,000 to about $80,000.

Swanson has 20 franchised bakeries scattered throughout the U.S., which contribute 1% of their gross sales to Swanson's national ad program. The company contributes 5% of its royalties to the fund. The fund is administered by a committee of eight men—all representing the franchised bakeries. #

P&G Expands Crisco Oil Test

Procter & Gamble Co., Cincinnati, which began test marketing its new clear soybean cooking oil, Crisco Oil, in Colorado in June (AA, June 13), has begun test marketing the new product in parts of New York state.

WIST, WAME Name Young

Adam Young Inc. has been appointed national representative for WIST, Charlotte, N. C., formerly handled by Peters, Griffin, Woodward, and for WAME, Miami, formerly handled by Avery-Knodel.

Fernow Moore Firman

WINNER—*Garry Moore draws one of three dealer winners in a recent contest held for Pittsburgh Plate Glass dealers, a sponsor of Mr. Moore's CBS Radio show. Checking the lucky dealer's name is Ross Fernow, advertising manager of Pittsburgh's auto glass division, and Bill Firman, eastern sales manager of CBS Radio.*

General Mills, Westinghouse Join in Push for Bisquick, Dumplings, Buffet Frying Pan

NEW YORK, Sept. 1—General Mills' new Bisquick dumplings and a new Westinghouse Buffet fry pan to cook them in will be promoted in a tie-in campaign during October and November.

The campaign revolves around a coupon worth $3.05 on the purchase price of a Westinghouse Buffet fry pan. Coupons are being packed in 8,000,000 boxes of Bisquick during the two-month period. To receive a check for $3.05, the customer sends in a Bisquick coupon along with the warranty card packed with the fry pan.

Westinghouse's portable appliance division will promote the refund offer election night (Nov. 8) on 205 tv stations and 200 radio stations. It will also use large-space two-color newspaper ads in 26 markets. This will be followed by another radio campaign in 26 markets during the weeks of Nov. 13 and Nov. 20. McCann-Erickson Advertising (U.S.A.) is the agency.

■ General Mills will promote its Bisquick "bite-size" dumplings and the Westinghouse pan on tv spots and in Sunday supplements (*This Week Magazine*, First Three Markets and 11 independents) in mid-November.

Knox Reeves Advertising is the agency. #

Bobertz Succeeds Clark as Agency President

G. H. Bobertz Jr. has been elected president of Clark & Bobertz, Detroit, succeeding Leroy A. Clark, who becomes chairman of the board. With the agency since shortly after its 1944 founding, Mr. Bobertz most recently was exec vp. He also has been president of the Clark & Bobertz Cleveland office since it was formed two years ago.

Leroy A. Clark

G. H. Bobertz Jr.

Pittsburgh Plate Glass Finds Paneful Way to Push Dealers

PITTSBURGH, Aug. 31—Pittsburgh Plate Glass Co. has found a remedy for getting rid of panes.

In an unusual promotion of its sponsorship of CBS Radio's "Garry Moore Show," the company sent its dealers apothecary jars of licorice "pills" said to "cause panes of Pittsburgh Plate auto glass to disappear from stock and add new sales vitality." Recommended dosage was "as scheduled locally on CBS Radio—once each weekday during August," the length of the company's co-sponsorship of the show.

The "pills" were mailed to 2,500 Pittsburgh Plate Glass dealers, along with entry blanks in a contest measuring dealers' opinions of Garry Moore's sales ability. Auto glass replacement shops were asked to check one of four statements, all of which pointed up Mr. Moore as "an ideal salesman for Pittsburgh Plate Glass auto installations," as well as to write in reasons of their own for endorsing the radio salesman. In the past Pittsburgh Plate Glass has sponsored Mr. Moore on tv.

Winners from the 1,984 entries received were drawn from a fishbowl by Mr. Moore. First prize was a hi-fi stereo console; second and third prizes were transistor portable radios.

Batten, Barton, Durstine & Osborn is the agency for Pittsburgh Plate Glass. #

UAA Appoints Two

Ben Elrod has been named western division manager of United Artists Associated, tv film distributor. Mr. Elrod, a Los Angeles salesman with the company for two years, will work out of Los Angeles. He replaces Norman (Buck) Long, who left to join Seven Arts Associated. Carl Miller, formerly with Screen Gems, has joined UAA's western division staff to cover the Seattle area.

Lemcoe Leaves 'Houston Post'

Eugene J. Lemcoe, advertising director of the *Houston Post* since 1951, has resigned, effective Sept. 1. The *Post* told ADVERTISING AGE the title will be changed to vp in charge of advertising, and duties will be broadened to include sales promotion and marketing research.

Kansas Dailies Must Pay Sales Tax, Judge Says

TOPEKA, Sept. 1—For the last month, newspaper carriers and distributors have been collecting a sales tax on newspapers sold in Kansas.

The 2½% Kansas retail sales tax included newspapers starting Aug. 1, following a directive issued by J. E. Kirchner, director of revenue.

Newspaper distributors are passing the sales tax along to subscribers, but tax on newsstand sales must be paid by the retailer, because the individual copy price falls below the minimum taxable price. Publishers in Kansas report that the tax has had only a slight effect on subscription sales.

The way for the move was paved when Shawnee district court in Topeka ruled June 17 that the sale of newspapers to the public was subject to the state sales tax, but that publishers would not have to pay the tax on newsprint and ink.

The state revenue department contended that newspapers should pay the tax on newsprint and ink. The reason given was that the newspapers render a service, rather than sell a product.

The court ruled that a newspaper is a "tangible personal property" and therefore the ultimate consumer must bear the burden of the tax.

■ The fight began when Mr. Kirchner directed newspapers to pay the tax on newsprint and ink. The Republican-controlled legislature tried to exempt newspapers by amending the sales tax act. Gov. George Docking, a Democrat, vetoed the effort.

In the district court decision, Judge David Prager said the revenue department acted "in good faith but erroneously" in trying to collect the tax on newsprint and ink.

It was estimated that the tax would bring in about $500,000 a year if collected under the court ruling. By taxing newsprint and ink, the total amount would be only about half that.

■ The suit was brought by the Garnett Publishing Co. and six other newspaper publishers. Their contentions represented the views of the Kansas Publishers Assn.

Clarence Malone, attorney of the revenue department, estimated that about 300 of the 327 newspapers in Kansas would have to register and pay the sales tax as retailers. #

Jantzen Boosts Citron to A.M. for Women's Sportswear

Alvin Citron has been promoted to advertising and sales promotion manager of the women's sportswear division of Jantzen Inc., Portland. Mr. Citron has been with Jantzen six years as sales promotion manager of the women's sportswear division.

Alvin Citron

Dick Andrews, formerly assistant to Bruce Sturm, Jantzen ad and promotion director, has been named manager of the advertising department, and Bill Walker, effective Sept. 15, has been named production manager in the sales promotion department. Mr. Walker formerly was assistant advertising manager of Rose Marie Reid.

Highlights of This Week's Issue

U. S. court of appeals, in reversing a lower court decision, rules for Brylcreem in its infringement suit against Valcream ..... Page 3

Pauley Petroleum Inc. establishes a new subsidiary, Pauley Stations, a chain of company-owned stations ..... Page 4

John H. Pinto, former creative director and head of Grant Advertising's New York office, joins Gordon Best Co. as vp and chairman of the plans board, a new position ..... Page 6

Regional and split-run editions account for a considerable chunk of major magazine advertising revenue in the first half of 1960 ..... Page 8

Washington State Auditor Cliff Yelle says the state is spending too much money to advertise constitutional amendments that must go to the voters for approval or rejection ..... Page 22

Downyflakes Foods will use children's television shows to promote its frozen waffles, pancakes and French toast ..... Page 26

Carl H. Hahn, general manager in America for Volkswagen, says American-made compact cars are finding a market abroad and year-end figures on exports will show an upturn for the first time since 1955 ..... Page 30

WOR-TV, New York, independent station, installs color transmission equipment for a scheduled color debut in early October ..... Page 33

Newspaper advertising in midwestern papers averaging 10,000 and 25,000 circulation declined in July, but was ahead of the 1959 pace for the first seven months of 1960, Inland Daily Press Assn. reports ..... Page 34

Bernard Menschell, president of Outdoor Theatres Corp., blasts the projected Zenith-RKO General Hartford pay tv experiment in Hartford newspaper guest column; Zenith's president, Joseph S. Wright, answers him next day ..... Page 36

Shoe Fashion Board of St. Louis will offer a traveling fashion show to television stations this fall to unveil the latest fall creations from the "Shoe Market of America . . . . St. Louis" ..... Page 46

E. W. Reynolds Ltd. and Ronalds Advertising Agency join forces to form the seventh biggest Canadian agency, Ronalds-Reynolds & Co. ..... Page 54

Gore Vidal, playwright-politician, singles out television programming and the "whole problem of advertising" as two aspects of American life that require improvement ..... Page 59

Volkswagen of America will launch a hard-hitting competitive advertising campaign for its economy truck this fall with a $500,000 push scheduled over nine weeks ..... Page 65

Robert J. Rice, account executive, Bert S. Gittins Advertising, questions the value of much media promotion and offers suggestions ..... Page 67

Edison Electric Institute this week will send utilities all point of sale material for next year's Live Better Electrically program ..... Page 83

Seagram Distillers Co. will use a bowling motif in ads for its 7 Crown in the biggest fall campaign in its history, scheduled to begin immediately following Labor Day ..... Page 86

Emerson Foote, president of McCann-Erickson Advertising (U.S.A.), says the financing of private hospitals is "still in the handicraft stage" ..... Page 87

FIGURES TO FILE

Ten-Year Record of Advertising Agencies' Costs & Profits ..... Page 10
Brylcreem's Volume, Market Share & Ad Investment, 1953-1958 ..... Page 81
Top 25 Network Advertisers ..... Page 83
Top Network TV Advertised Brands 83
Nielsen Network TV ..... Page 86
TV Industry Sales & Income: 1957-1959 ..... Page 12

REGULAR FEATURES

Advertising Market Place 84
Agencies Ask Us 68
Along Media Path 63
Coming Conventions 58
Creative Man's Corner 68
Editorials 18
Employe Communications 68
Getting Personal 24
Information for Advertisers 40
Learning from Retail Ads 74
Obituaries 60, 82
On the Merchandising Front 72
Peeled Eye Dept. 72
Photographic Review 56
Production Tips 74
Rough Proofs 18
Salesense in Advertising 74
This Week in Washington 64
Voice of the Advertiser 76
What They're Saying 18

Paulucci Gives Household Hints in Chun King Ads

'Digest' Series Pushes Whole Line, Including New Brand of Dirt

DULUTH, Aug. 31—Chun King Corp. will start a monthly series of color spreads in *Reader's Digest* in October. The company is promoting the campaign as "advertising in a far more palatable, helpful form than the usual."

The company has planned the ads as a "monthly homemaker service—the woman's section which the *Digest* has lacked until now," offering cooking and homemaking tips.

Each ad will be called "Jeno's Page"—named after Jeno Paulucci, who introduced himself in the first ad thusly: "Hello, I'm Jeno Paulucci, president of the Chun King Corp. Recently, it occurred to me that there ought to be a page in the *Digest* for trading new ideas for the home and kitchen . . . a regular series that would serve the housewife as well as it serves its sponsor.

■ "I hope you'll like this first attempt at such a series . . . and that you'll look here monthly for good dinner hunches, new twists, unusual recipes I've picked up in my travels. The foods I name will be familiar to some—not to all. If they're not in your store, tell me. All of these foods—the finest in the market—are produced under my supervision."

The October ad then talks about Nokomis wild rice and Chun King Divider-Freeze-Pak and then introduces the company's new Jeno's Pizza mix and Living Earth, a house plant soil which is the company's first product in the horticulture field.

■ Other ads will cover the company's other products: Wilderness pie-and-all-purpose dessert fillings, Jeno's Italian sauces and all the Chun-King canned and frozen foods.

Batten, Barton, Durstine & Osborn, New York, is the agency. #

STARTING THIS ISSUE! JENO's page
...where I'd like to introduce myself and tell you about some simple and wonderful food ideas that might help make your job easier . . . and your meals more interesting.
WHEN YOU WERE RICH ENOUGH TO START WILD RICE?
WHAT IS THE CHUN KING DIVIDER-FREEZE-PAK?
PIZZA AT HOME CAN BE TERRIFIC
TRY THIS DRAWBRIDGE
Jeno

JENO'S PAGE—*This color spread in the October Reader's Digest launches a monthly "homemaker service" sponsored by Chun King Corp. and featuring its president Jeno Paulucci.*

P&G Tops Net TV Spenders in 2nd Quarter

(See table on Page 83)

NEW YORK, Sept. 1—Despite a $1,500,000 cutback, Procter & Gamble was still way ahead of the field in network tv spending for the second quarter of 1960. P&G's estimated gross time budget for the second quarter of this year was $12,506,267, compared with $14,067,431 for the corresponding period in 1959. This does not cover talent-production costs.

These figures were released by Television Bureau of Advertising from data provided by Leading National Advertisers and Broadcast Advertisers Reports.

Time sales for the second quarter and for the first half of the year were up over the previous year's take. This year's first six months take was $336,235,352, compared with $308,651,214 in 1959. Increases came from drugs, gasolines, household furnishings, apparel, beers and wines and toiletries.

■ Most of the companies in the first 25 for the second quarter were the familiar network tv boosters. Four were not in the group a year ago: Texaco, Kellogg, National Dairy and Alberto-Culver.

Brand rankings by size of budget are also provided by the TvB. Here too the regulars predominate. The first two names on the list were drugs, Anacin and Dristan. #

Cents-off Deals Push Betty Crocker Mixes

MINNEAPOLIS, Aug. 30—General Mills has announced a fall campaign to encourage consumption of hot muffins and jam, and another to boost the nation's favorite dessert—apple pie.

The Betty Crocker muffin mix Jam-Boree offer will appear on packages of blueberry, orange, raisin bran and corn muffin mix. It is good for a 35¢ refund for proof of purchase of any brand of jam, jelly, preserve or honey and one of the Betty Crocker muffin mixes.

To promote this offer, General Mills will use page b&w ads in September issues of trade publications. The offer will also be nationally advertised on NBC daytime television shows sponsored by General Mills.

■ The apple pie promotion gives the homemaker a choice of package size and savings on Betty Crocker pie crust mix. The 10 oz. package will be offered at 4¢ off and the 20 oz. package at 8¢ off.

The company said the offer gives the grocery trade a three-way profit producer: First, through fresh apples, which return a 32% gross margin on sales; second, through the canned apple market, returning a 21% gross, and third, through the 4¢ and 8¢ off pie crust mix offer which boosts gross margin of sale on this item to 25%.

The pie crust mix package will carry both fresh and pre-sliced apple recipes.

Batten, Barton, Durstine & Osborn is the agency. #

Briton Complains as Cartoon Figure in Ad Unhorses 'Queen'

LONDON, Aug. 30—According to the *London Daily Mail*, "Britons in America are angry with Air India for what they regard as a slight on the Queen."

In a dispatch from its New York correspondent, Michael Wolff, the *Mail* reported last week that the offense was given by an Air India ad for its London flights. The ad showed a turbaned cartoon "maharajah" superimposed on what seems to be the Queen's horse at a "Trooping of the Color" ceremony.

The *Mail* quoted a British business man, Ted Hebditch, as describing the ad as "bad form, offensive and a gross insult." Mr. Hebditch, the *Mail* said, complained to the British Information Service, which then passed the complaint to the British embassy in Washington.

■ The *Mail* said the embassy ruled that "it is really not quite enough lese-majeste to justify a protest."

Van Brunt & Co., New York, handles Air India advertising. Albert Van Brunt, head of the agency, told ADVERTISING AGE that he has not received any official protest from the British. #

INSULT?—*This is the Air India ad which, according to a British critic, took liberties with a photo by superimposing an ad character on the queen's horse. The British embassy felt the offense wasn't quite grave enough to warrant an official beef.*

Good show!

AIR-INDIA to London . . . the best show of all! Thoughtful Eastern service, savory Western food, great pilots . . . charming hostesses, too. Boeing 707 Intercontinental Rolls-Royce Jets. Direct New York to London, Friday, Saturday, Sunday at 9:30 P.M. *Humour your travel agent.*

AIR-INDIA LONDON
The airline that treats you like a maharajah
565 Fifth Ave., PLaza 1-6200

'A Little Dab'll Do Ya' . . .

Brylcreem Court Win Erases Rival Valcream

Court Finds Deliberate Attempt to Duplicate; Brylcreem Reveals Data

NEW YORK, Sept. 1—Reversing a lower court decision, the U.S. court of appeals has ruled for the maker of Brylcreem in its infringement suit against Valcream. And as a result, Chesebrough-Pond's has suspended the manufacture of Valcream, effective Sept. 2, and will pay court costs and attorney's fees totaling $45,000 to Harold F. Ritchie Inc., maker of Brylcreem.

Originally Ritchie had sought treble damages, but no damages will be collected. ADVERTISING AGE was told by a source other than Chesebrough that this was because Chesebrough had lost money on the sale of Valcream since it was first introduced in test markets in August, 1956.

■ A Chesebrough-Pond's official said Valcream sales had been about $500,000 annually. Other sources placed them well over $1,000,000 annually. Valcream was advertised in 1957 and 1958, when several millions probably were spent. But since 1959 it has been virtually unadvertised. Compton Advertising handled the account.

The Ritchie victory is unusual in that it is one of the few cases in recent legal history where a manufacturer has been able to eliminate a major competitive brand—with a multi-million dollar new-product investment—from the marketplace.

Chesebrough-Pond's said today that it would reissue the same product under the name Vaseline hair cream, a name used in several foreign countries for some time.

The suit was filed in June, 1957, charging Chesebrough with a deliberate attempt to duplicate Brylcreem, the leading men's cream hair dressing in a tube. Chesebrough denied the charges of trademark infringement and unfair competition. Last September Sylvester J. Ryan, U.S. district judge, dismissed the complaint on

(Continued on Page 81)

Remington Rand Unit Taps GB&B; Lured by Ads in 'Ad Age'

NEW YORK, Aug. 31—Remington Rand's systems division has shifted its advertising account from Gardner Advertising to Guild, Bascom & Bonfigli, effective immediately.

The systems account, worth about $500,000 in billings, will be handled by the San Francisco agency's New York office.

For GB&B, acquisition of the account represents the third piece of non-food business landed since early in 1959, when the agency was named to handle the 1960 Presidential campaign for the Democratic Party. Last month, GB&B triumphed over 11 other agencies in competition for Pacific Telephone/Northwest, a Bell System company.

■ According to Joseph L. Morgan, manager of advertising and sales promotion for the systems division, the choice of GB&B stemmed from his reading some house ads run by the agency in ADVERTISING AGE.

"It might be considered unconventional for a seller of business goods to pick a grocery agency," Mr. Morgan said. "But I was looking for creativity. Much of the advertising in this field has been dull, unimaginative, prosaic and just dry. I wanted a change."

Mr. Morgan said he had been "re-evaluating" his division's relationship with Gardner for a number of months and had been talking "casually" with other agencies.

■ Mr. Morgan said that while shopping around for a new agency, he spotted the GB&B house ads. He said he invited the agency in for discussions and finally awarded the account on the basis of creativity.

Mr. Morgan added that "only two or three agencies advertise themselves very well and GB&B is one of them. If an agency can't advertise itself creatively, how can it tell a client how to advertise?" #

White House Gets Bill Making Co-op Tax-Deductible

WASHINGTON, Sept. 1—Congress found time last night to give final approval to legislation ending a long controversy over the status of cooperative advertising funds in determining the tax base for appliances and other items which are subject to federal excise taxes *(see editorial on Page 18)*.

Manufacturers have objected to Internal Revenue Service procedures which require them to add in co-op assessments as part of the tax base in computing excise taxes. IRS has contended that co-op is part of the price which the retailer must pay to get the appliance, and it must be regarded as part of the tax base (AA, Aug. 29).

The bill which cleared Congress last night allows manufacturers to get a rebate if the co-op is spent promptly. The bill limits the co-op allowance to situations where:

1. Payments to the retailer for co-op do not exceed 5% of the price for which the article was sold.

2. The advertising is charged to the retailer separately at the time the article is sold to him.

3. There is intent to make the refund to the retailer or any subsequent vendee in reimbursement of costs incurred for local advertising.

Ads must run within four months after the year ends.

■ Over the years, when manufacturers and revenue officials tried to compromise their differences, IRS had complained it had no way to be sure co-op was actually spent. In the bill that passed today, tax rebates on co-op allowances are limited to expenditures in radio-tv and newspapers, where the policing is relatively simple.

The bill (H.R. 12536) whipped through both houses last week, but ran into a temporary snag after the Senate tacked on three amendments unrelated to the co-op advertising problem.

With Congress rushing for adjournment, a continuing dispute over the Senate amendments might have been fatal. But a Senate-House conference reworded the controversial amendments yesterday, and the revised bill—with its co-op advertising provisions intact—cleared both houses and went to the White House today. #

Pauley Blueprints Gas Station Chain on Coast; Won't Use Trading Stamps

Chain Will Market Its Own Brand of Oil as 'World's Most Mediocre'

LOS ANGELES, Aug. 31—Southern California gas station operators, rebelling against use of trading stamps, this week gained a powerful ally, as well as a competitor, when Edwin W. Pauley, Democratic political leader, jumped into the marketing arena with the policy of making "a real 'college try' to stay out of the stamp business."

Mr. Pauley, a name long familiar to both political and petroleum circles, announced creation of a chain of company-owned gas stations to be operated by Pauley Stations Inc., a subsidiary of Pauley Petroleum Inc.

The new Pauley gas stations will provide motorists with air-conditioned restrooms, a multiple-pump operation offering a choice of nine different blends of gasoline at nine different prices, and "a return to the basic elements of good retailing: convenience, quality and low cost."

■ The start of actual gasoline marketing ends months of research and field experience with a "pilot" service station in Morro Bay, Cal., followed by opening of other stations in Ventura and Atascadero.

Other California cities in which new Pauley stations are either under construction or about to be started include Sacramento, Oildale, Wasco, Coalinga, Shafter, Bakersfield and Fresno.

GRAND OPENING—*Initial newspaper ads for Pauley Stations will use old time ad illustrations and type in a humorous format.*

"Our entry into marketing and distribution," Mr. Pauley explained, "brings the company to the status of an integrated independent, with a wholly owned subsidiary 4,000 bbl. a day refinery at Newhall and exploration, drilling and crude production operations in the West, Louisiana, Mexico, Central and South America and the Mideast."

■ Joe W. Perry, with Hancock Oil Co. in California and with Tidewater Oil Co. in New York before he joined Pauley early this year to direct market research, has been made exec vp of the subsidiary company which will supervise station operations.

Other officers, in addition to Mr. Pauley, are William R. Pagen and Claude Cameron, both of

(Continued on Page 82)

America's most "compact" major market

More than 85% of Baltimore families (1.5 million people) live within a 15-mile radius from the heart of downtown, roughly the ABC city zone.

And . . . an estimated 92% of the Baltimore market total retail sales are transacted in this same compact area, making it America's 13th largest market.

Contact with this uncommonly compact market can best be established with the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% of it home delivered) is in Baltimore's concentrated, highly productive city zone.

The Baltimore Sunpapers

ABC 9/30/59: Combined Morning and Evening 413,882—Sunday 317,989

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

In the Top 20 in Total Retail Sales

Greensboro, fertile with diversified industry, is the market with a knack for making sales grow. Of the top 20 markets of the NEW South, Greensboro ranks 15th in total retail sales—closely following Richmond, Norfolk-Portsmouth; and exceeding Charlotte, Mobile and other prominent markets. Exclusively cultivating this lush market for you is the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1959 Major U. S. Markets Analysis"* Brochure of all 292 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

The most powerful selling force in print

This Week
MAGAZINE

CIRCULATION MORE THAN

13,000,000

15 New Members Accepted by Audit Bureau of Circulations

Seven Canadian advertisers and three agencies plus one U.S. daily newspaper and four weeklies have been elected members of Audit Bureau of Circulations. The advertisers are Consolidated Mining & Smelting Co. of Canada Ltd., Trail, B.C.; Dominion Engineering Works Ltd., Montreal; L'Assurance-Vie Desjardins, Levis, Que.; Office Specialty Mfg. Co., Newmarket, Ont.; Purex Corp. Ltd., Weston, Ont.; Samsonite of Canada Ltd., Stratford, Ont., and F. W. Woolworth Co., Toronto.

The agencies are Collyer Advertising, Montreal; Crombie Advertising, Montreal, and G. R. Sauviat & Associates, Montreal. The *Tribune*, Pratt, Kan., is the new daily member.

Kenner Promotes 1, Adds 1

Joseph Mendelsohn has been named a special assistant to Robert L. Steiner, vp in charge of advertising and sales promotion of Kenner Products Co., Cincinnati. Mr. Mendelsohn has been with the toy company four years. Kenner also named John Gordon, formerly with National Television Associates, director of special projects.

CHEESE FESTIVAL—*American Dairy Assn., Chicago, will run this two-page color center spread in the Oct. 2 issue of American Weekly to launch its October Cheese Festival campaign. Campbell-Mithun Inc., Chicago, is the agency.*

Flewwellin Heads Sales at Presto Plastics

Norman L. Flewwellin, for 14 years sales director of Imperial Chemical & Plastics Corp., New York, has been appointed director of merchandising and sales of Presto Plastics Products Co., New York.

The appointment of Mr. Flewwellin, who takes over from Morton Frank, son of J. P. Frank, the president, marks the start of a new marketing campaign. New lines will be added and the company's design and styling facilities will be augmented. Presto hopes to be one of the top two in the dinette field, and will also be producing more in the nursery line, such as play pens, baby carriages and strollers.

Nichols Named to KYA Post

William E. Nichols, formerly general manager of KFRC, San Francisco, has been named to the new post of station manager of KYA, San Francisco.

Pinto Joins Best as Agency Plans Expanded Setup

East, West Coast Branches, New Chicago Building Now in Works

CHICAGO, Sept. 2—John H. Pinto, former creative director and head of Grant Advertising's New York office, this week joined Gordon Best Co. as vp and chairman of the plans board—a new position.

John H. Pinto

At the same time, Carl Post, president of Best, told ADVERTISING AGE that the agency has opened a West Coast office, that it will open a New York office in the near future, and that it will construct its own headquarters building in Chicago within the next six months.

Mr. Pinto, who joined Grant in 1954 as vp and creative director, left that agency last week along with Lawrence Stapleton, exec vp and manager of Grant's New York office (AA, Aug. 29). Mr. Pinto and Abbott Kimball headed up the New York operation prior to Mr. Stapleton's return to Grant last December (AA, Dec. 21).

While with Grant, Mr. Pinto supervised all television activity on the Dodge account, including the Lawrence Welk and Danny Thomas shows. Before joining Grant, he was tv creative head on the Chrysler account at McCann-Erickson, and tv copy chief at the old Cecil & Presbrey agency.

■ In his new position, Mr. Pinto will supervise all creative services to Best clients, and he will head up the agency's proposed New York office, where he will be quartered. He will also devote much of his time to new business activities.

Mr. Post told AA that Best's West Coast office has been opened at 17335 Castellammare Dr., Pacific Palisades, Cal. It is headed by Roy M. Kirtland, vp and general manager. Three or four persons will be hired to work in this office before Dec. 31, Mr. Post said.

The Best agency currently is negotiating to buy some vacant property just east of Michigan Ave. on the near north side of Chicago, according to Mr. Best. He said the agency will construct a modern two-story building, costing between $400,000 and $500,000, which is expected to be finished on or before May 1, 1961. The agency currently rents space at 228 N. LaSalle St.

■ Mr. Post also disclosed that Mrs. Flo Gross, former copy supervisor with North Advertising, who specializes in cosmetics accounts, has joined the Best agency in the same capacity. #

Smith Joins De Donato

Burton C. Smith, formerly director of publicity and public relations of the Glasine & Greaseproof Manufacturers Assn., has joined Emil J. De Donato Inc., New York agency, as an account executive.

'Mademoiselle' Names Two

Mademoiselle has appointed William Abbott, formerly with Dannon Milk Products, and Don Loetzer, previously with Springs Mills Inc., to its New York sales staff.

How in ten short weeks, we set Cleveland on its ear!

Frankly, we're a little amazed ourselves. Not because Beautiful Music Radio is a startling success but because our new concept in programming caught on so fast!

We launched Beautiful Music Radio on May 2nd . . . announced it with bus cards, billboards, newspapers (see cut). At the time, we were ninth in this eight station market.

In just ten short weeks, we took over as the Number One quality music station in Northeastern Ohio! And the super-duper Hooper for June-July has us in fifth place, overall.*

But even more important than the ratings, is the gratifing response of mail we received from grateful, intelligent and enthusiastic listeners.

WJW is on the move! And now is the time you should get the Beautiful Music Lion by the tail.

Because in ten short weeks, we've set Cleveland on its ear for Beautiful Music Radio!

*With a whopping 107% increase (C. E. Hooper, June-July, 1960 vs March-April, 1960)

WJW BEAUTIFUL MUSIC RADIO
A STORER STATION
850AM · 104.1FM

CALL KATZ or NATIONAL SALES OFFICES: 625 Madison Ave., New York 22, 230 N. Michigan Ave., Chicago 1,

TOP BANANA IN REVENUE GAINS!

(One big reason for this golden success: a $2 million gain in grocery-products advertising)

In the first 6 months of 1960, The Saturday Evening Post chalked up a $9 million gain in advertising revenue—the biggest gain of any magazine. One big reason behind the big success: the Post's $2 million gain in grocery-products advertising. Check the tally! In the first six months of Sixty, the Post shot up $2,032,390 in grocery revenue, 35 in grocery pages. And during this period, 66 new grocery-product advertisers joined the Post!

Why is the Post the breadwinner of the general weekly field? A Post ad page is seen 37% more times by the average reader than the same ad in the other big weekly. And a Post ad page sells more times to bigger families . . . to households that spend ⅔ of all package-goods dollars. Another Post plus: the Post sells three times as many copies in food stores as the other big weekly! Want a bumper crop of selling power from *your* advertising? Pick the Post! **Readers turn and return to your ad page in the Post —the hi-frequency weekly.**

A CURTIS MAGAZINE
The Saturday Evening POST
THE INFLUENTIALS' MAGAZINE

Source: PIB. Product categories: F100, F200, H232, and H400.

Goodly Share of Magazine Revenues Comes From Split Runs, Regional Editions, AA Finds

NEW YORK, Aug. 30—Regional and split-run editions accounted for a considerable chunk of major magazine advertising revenue in the first half of 1960.

The following figures were supplied to ADVERTISING AGE by magazines reporting regional and split-run volume of more than $100,000 for the first six months of 1960. They are not necessarily comparable with figures reported by other measuring services.

• *The Saturday Evening Post*, which offers a wide range of splits and regionals, through its Select-A-Market plan, rang up $9,217,204 in regional revenue (including splits) in the first half of the year. Total ad revenue for the period was $56,206,953.

• *Life*, which offers a western ad section plus a variety of split-run arrangements, chalked up $4,711,000 in regional revenue in the first half, against a total revenue of $70,483,653.

• *Look*, which offers eight geographic zones under its Magazone plan, plus a variety of split runs, reported regional revenue of $3,918,580 in the first half, with about $3,000,000 attributable to Magazone advertisers. Total ad volume for the first half was $27,802,101.

• *Sunset Magazine*, a regional book whose circulation comprises three zone editions, reported a total ad revenue of $3,863,481 for the first half.

• *Progressive Farmer*, with a total revenue of $3,601,736 for the first half, reported that $720,503 was attributable to regional and splits in the first half period. *Progressive Farmer* is one of the oldest magazines in the split-run and regional field.

• *Reader's Digest*, which has previously offered metropolitan New York and western editions, rang up $1,805,020 in regional volume, while total revenue for the period amounted to $17,631,246.

• *TV Guide*, which chalked up $5,664,024 in total ad revenue for the first half of '60, reported that regional advertising—from 56 regional editions—amounted to $2,027,523.

• *Farm Journal*, which offers five regional editions plus a split-run arrangement, reported that regional advertising linage for the first half amounted to $2,216,663. Total ad revenue for the period was $6,568,167.

• *Sports Illustrated*, offering four regional editions plus various split runs, rang up $978,471 in splits and regional revenue in the first half. Total revenue for the period was $7,315,857.

• *Woman's Day*, with nine sectional editions and a split run plan, reported $821,649 in regional advertising for the first half, against an over-all ad volume of $5,094,759 for the period.

• *McCall's*, offering a western edition plus various split runs, chalked up $767,633 in revenue against a total ad volume for the first half of $14,339,578.

• *Ladies' Home Journal*, which offers several split-run arrangements, reported $735,804 in regional (split run) volume. Total ad volume for the first half amounted to $14,238,235.

• *Everywoman's Family Circle* reported $696,940 in regional volume, against a total volume figure for the first half of $6,807,423. The magazine offers seven sectional editions plus various split run plans.

• *The New Yorker*, which formerly offered a New York edition, reported $264,258 in revenue from that edition. Total revenue amounted to $9,443,134.

• *Time*, offering various split run arrangements, reported that regional revenue amounted to about $350,000 in the first half, while total revenue for the period was $27,036,786.

• *Good Housekeeping*, which reported $11,115,589 in total revenue for the first half, reported that $193,168 was attributable to regional advertising. The magazine offers a variety of split runs.

• *Newsweek*, which rang up $14,106,791 in the first half, reported that $137,780 was attributable to regional editions. The magazine offers a western unit and various splits. An eastern unit will be introduced this fall.

• *Esquire*, which offers three regional editions, reported that regional revenue in the first six months totaled $194,188. Total revenue for the period amounted to $3,635,574.

• *Parents' Magazine*, with a metropolitan New York and a Pacific Mountain edition, plus split runs, reported $134,185 in regional volume for the first half. Total volume was $4,245,123.

• *True*, with five regional editions and various splits, reported that regional volume in the first half amounted to $226,768. Total ad volume for the period was $2,075,378.

• *American Home*, which reported a total first half ad volume of $4,614,731, reported a regional volume of $75,414. The magazine offers a variety of split runs. #

CUSTOM CREDIT—*During October the Denver U.S. National Bank will feature its custom credit account in ads in Denver dailies and TV Guide. Rippey, Henderson, Bucknum & Co. is the agency.*

1960 Hong Kong Guide Out

The 1960 "Commerce, Industry & Finance Directory" has been published by the Department of Commerce & Industry, Fire Brigade Bldg., Hong Kong. The illustrated directory contains sections on government, economy, industry, exports, imports, warehousing, communications, trade organizations and tourism of Hong Kong.

Canadian Magazine Set

Wallace Publishing Co., Montreal, will launch *Equipment Industriel*, a product news publication for the French-speaking industrial market, next March. The monthly will have an initial circulation of about 6,500 industrial equipment buyers.

Why fashion advertisers put us first among all New York weekday newspapers

Fashion advertisers have found the perfect pattern for sales success: display their latest styles in a *home-going* newspaper with *most responsive* readership among fashion-conscious women. That's why New York fashion* advertisers consistently place more advertising in the World-Telegram than in any other New York weekday newspaper.

**Women's, Misses', Junior Misses' & Girls' Apparel & Accessories; All New York Retailers (George Neustadt: First 6 Months 1960)*

Among New York's evening newspapers, the World-Telegram is:

- **First** in **Retail** Advertising
- **First** in **Financial** Advertising
- **First** in **General** Advertising
- **First** in **Automotive** Advertising
- **First** in **Total Display** Advertising
- **First** in **Total** Advertising

Source: Media Records

New York's *quality* evening newspaper

New York World-Telegram
The Sun
A SCRIPPS-HOWARD NEWSPAPER

125 Barclay Street, New York 15, N. Y. • BArclay 7-3211
Or Scripps-Howard General Advertising Offices:
230 Park Avenue, N. Y. C. • Chicago • San Francisco
Los Angeles • Detroit • Cincinnati • Philadelphia • Dallas

MR. HEMPHILL AND SUNSET HAVE A WORLD IN COMMON

During 42 eventful years of travel service, R. W. ("Bert") Hemphill has seen so much of the globe, so often, he is said to be the world's most widely-traveled man. He is a director of Pacific Area Travel Association and immediate past president of American Society of Travel Agents.

Sunset Magazine is required reading for the staff of Hemphill World Cruises. "It's a good way to find out what interests Westerners in the way of travel," says Mr. Hemphill. "Almost always in Sunset there is a story that is news to me."

Mr. Hemphill knows that Sunset readers are prime prospects for foreign as well as domestic travel. It's the seasoned traveler who seeks the unusual, and Sunset readers are well-seasoned by their frequent roaming about the West and Hawaii – with Sunset Magazine and Books their guide.

Sunset readers have the means to travel; their median income is 45% above the U. S. average. They take out passports at a rate *seven times* the Western average, *nine times* the U. S. average. 42% take *two or more* vacation trips a year.

No wonder Western travel agents reported, in a recent Stanford University survey, that Sunset is the magazine most frequently referred to by their clients... and the magazine which they, the travel agents themselves, prefer to have travel advertisers use. It's the reason why so many travel agents invest in Sunset advertising of their own.

Travel advertisers do use Sunset, abundantly. There were 308 of them in Sunset last year, ranking it third among all U. S. magazines in travel advertising. For the first six months of 1960, Sunset's travel lineage was up another 24%!

Travel marketers and Sunset just naturally have a world in common. And Sunset's travel impact influences the purchase of all the related products: luggage, clothes, cameras, and other accessories.

In the words of a prominent airline executive, "The priceless thing about Sunset is that it makes people want to go somewhere." Your advertising will go somewhere, too – to the best travel audience in the West and Hawaii – when you run it in Sunset, The Magazine of Western Living.

Mr. and Mrs. Hemphill have collectors' items from many lands. Mr. Hemphill has circled the globe 21 times, covered 186 countries and island groups, logged nearly 900 trips by air, 200 by ship.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Glidden Paints 'Post' Inserts to Prove Point

NEW YORK, Sept. 2—Glidden Co. has used enough paint to finish the interiors of 1,300 five-room houses in an ad in *The Saturday Evening Post* for its Spred Satin latex paint.

The ad, dreamed up by Meldrum & Fewsmith, used 8,000 gals. of paint in coating a half-page insert accompanying a four-color spread in the Sept. 10 *Post*. Overprinted on the insert is this: "Mark this page with smudges, even lipstick, and see how easily they wipe off with a few light strokes of a damp soapy cloth—even though the Spred Satin film on this paper is less than one-third as thick as a single coat applied on your walls."

Glidden also has scheduled an "executive demonstration day" for Sept. 10 to prove to the public that "higher-price, high quality finishes are a better value than so-called 'bargain' paints." Glidden executives, including Dwight P. Joyce, president and chairman,

PAINTED AD—*A. D. Duncan, Glidden vp and manager of the paint division, shows how the paint-coated half page insert can be cleaned.*

will visit paint stores to demonstrate Spred Satin and Spred house paint, a new exterior latex. One demonstration will be a washability test, using newspapers painted half with Spred Satin and half with a competitive product.

■ In addition to 8,000 gals. of paint, Glidden used about four carloads of paper for the *Post* insert. The inserts were coated by the Appleton Coated Paper Co., Appleton, Wis., and overprinted in red by William Feather Co., Cleveland, prior to their shipment to Curtis Publishing Co. The inserts are perforated so they can be removed from the magazine for smudge-wiping test. #

Court Upholds Zenith in Patent Suit Against Admiral

A U. S. district court in Oklahoma City has upheld the validity of six television patents of Zenith Radio Corp. and has held that Admiral Corp. infringed them. Zenith charged in the suit, filed in 1958, that Admiral had copied two of its most important television features—a remote control device for tuning tv sets and a fringelock circuit for maintaining a steady picture in poor reception areas. Zenith asked for treble damages and an injunction against further use by Admiral.

The court refused to rule at this time on the question of possible damages until an accounting had been made. The court also denied a counter charge by Admiral that Zenith had infringed on an Admiral record player patent.

TV STATIONER—*Dick Clark here urges teens to use Western Tablet & Stationery Corp. school supplies on his "American Bandstand" (ABC-TV).*

Popularity Up Despite Payola Talk . . .

Stri-Dex, Western Tablet Buy Clark's 'American Bandstand'

Advertiser Shifts Media Stress to TV; Continues to Use Radio, Magazines

NEW YORK, Sept. 1—The new advertising strategy of Stri-Dex, which has shifted from McCann-Erickson to Ted Bates & Co., is shaping up.

Starting Sept. 6 this new skin care product for teen agers will move into network tv with three weekly participations on Dick Clark's "American Bandstand" (ABC-TV). The rock-and-roll emcee, who was headlined in payola investigations recently, is even more popular with viewers in five major cities now than he was a year ago, according to a survey made for the network by R. H. Bruskin Associates.

■ In the past Stri-Dex's ad dollars have been concentrated in spot radio. Lehn & Fink's hiring of a special consultant to line up the radio disc jockey spots at bargain rates precipitated the break with McCann.

Plans for the big fall push, which will be coordinated with special seasonal promotions, were announced by Edgar W. Nelson, general manager of the Lehn & Fink division.

■ "The addition of this 135-station program, with its enormous popularity and established selling power among teen agers, will expand our activities from 70 to about 150 market areas," Mr. Nelson said. "We have been using concentrated radio spots in highly rated local disc jockey shows for the market-by-market introduction of Stri-Dex, and we have scheduled a heavy print campaign in teen-interest publications such as *Seventeen*, *'Teen* and *Ingenue*, beginning with September issues.

"We feel that this saturation campaign in tv, radio and print will enable us to reach the vast majority of teen agers with our message, 75% to 80% of whom use an anti-acne preparation.

"Aggressive, hard-sell 60-second tv commercials are being prepared for 'American Bandstand' by Ted Bates. They will dramatize the effectiveness of Stri-Dex, emphasize its clinically approved properties and drive home its competitively strategic advantages of being colorless, greaseless and odorless."

■ Lehn & Fink reported that sales of this new product, which was test-marketed for a year in seven cities before its general introduction, are going exceptionally well.

Stationery Marketer Makes Debut as National Advertiser via TV Buy

ST. JOSEPH, MO., Aug. 31—Western Tablet & Stationery Corp. has latched onto a teen favorite, Dick Clark, to sell boys and girls on using its school supplies.

This month Western, which reportedly is the world's largest maker of school paper supplies and stationery, joined the list of tv advertisers with a 14-week back-to-school schedule. During the drive there will be 39 commercials on disc jockey Clark's "American Bandstand" (ABC-TV). Mr. Clark will deliver live or tape commercials for Magna-Lock, a magnet-locked notebook, and Name Frame filler paper, which is especially designed for student use. Both are new products.

■ The tv buy, which is the company's first major national advertising campaign, will be supplemented with heavy point of sale support using Mr. Clark's pictures as teen traffic stoppers.

In commenting on this campaign, U. R. Tannehill, president of Western Tablet & Stationery, noted: "The company has begun network television advertising because we feel this gives us a unique opportunity to profit from a full-scale advertising program on a national bandstand."

Bozell & Jacobs is the agency. #

WWMT Names Good Music

WWMT, New Orleans, has named Good Music Broadcasters to represent it nationally. The fm station has not had a representative.

Time-Life Int'l Names Ryus to New Development Post

NEW YORK, Aug. 31—Time-Life International, the prosperous international division of Time Inc., today announced major changes in its executive management along with plans for further expansion of overseas properties.

Effective Oct. 1, David D. Ryus, general manager of TLI, will devote full time to the development of "new international publishing and non-publishing projects."

At the same time, Charles B. Bear, associate publisher of *Fortune* and general manager of *Architectural Forum*, will move over to TLI as deputy managing director, reporting to Edgar R. Baker, managing director of the division.

In announcing these changes, Mr. Baker, also revealed the following:

• In 1961 two more international editions will be launched—a European edition of *Life* and a Middle East-African edition of *Time*.

• In 1960, the international editions of *Time* and *Life* will gross more than $20,000,000 in advertising revenue. Volume last year was $16,000,000.

■ There was no elaboration of Mr. Ryus' objectives other than that he will serve as chief planning executive "in all matters concerned with future diversification and expansion." There is strong speculation that TLI will be seeking radio-television properties overseas. There is also the feeling that TLI will eventually turn to local publishing of national magazines in big markets overseas.

Mr. Bear will take over Mr. Ryus' present function as chief operating officer of the international division responsible for current operations.

In addition to these top-level shifts, TLI announced that Yasuo Kitaoka, advertising manager of its Osaka office in Japan, will be brought to New York as an assistant to Mr. Ryus. Walter Rohrer, assistant planning manager of the corporate production department of Time Inc., will also move to TLI to assist Mr. Ryus.

■ Mr. Ryus joined Time Inc. in 1947 and served in several administrative posts for TLI before becoming general manager in 1954. Mr. Bear joined Time Inc. in 1945 and was business manager for TLI in Paris and New York before becoming business manager of *Fortune* in 1949. He was named associate publisher of *Fortune* and general manager of *Architectural Forum* in 1954.

Tracing the growth of Time-Life International over the past 10 years, Mr. Baker noted today that between 1950 and 1960 the international editions more than doubled their circulation, from 540,000 to 1,300,000; more than doubled their advertising page volume, from 3,428 to 8,500, and increased their revenues some 600%, from $3,000,000 to over $20,000,000.

He also reported that TLI has recently opened the following new sales offices (with staffers in parentheses): Milan (Carl N. Farner, Carlo Greppi), Stockholm (Ake Danielsson), Bombay (Surach Mehta), Manila (Adrian Techa), Buenos Aires (Eduardo Garland), Panama City (Rogelio Navarro), Sydney and Melbourne (Kenneth Clarke). Also, new staffers have been added: David Gough and Miles Maskell in London, Yves Montet-Jourdan in Paris, and Hans Von Schoenraich and Eckhart A. E. Gross in Dusseldorf.

■ As previously announced, TLI is now arranging for the transfer of the entire printing operation of *Life International* from Chicago to Paris. The subscription service operations of all international editions are being shifted from Chicago to Mexico City and Amsterdam.

TLI will shortly publish a new South Pacific edition of *Time*, bringing to five the number of *Time* international editions. *Life International*, English-language bi-weekly with a worldwide circulation, was issued after World War II and was followed in 1953 by *Life en Espanol*. Regional editions of *Life en Espanol* were recently launched for Mexico and the Caribbean area. #

JOHN B. HUNTER JR., *an advertising executive of Procter & Gamble Co. for 20 years, has joined B. F. Goodrich Co., Akron, as advertising manager, consumer products, a new post.*

Orefice Joins 'Oil & Gas'

Richard J. Orefice, formerly on the advertising staff of the international editions of *Newsweek*, has been appointed district manager in New York for *Petroleo Interamericano* and *Oil & Gas International*, a new export publication to be launched next January by *Oil & Gas Journal*.

Ten-Year Record of Advertising Agencies' Costs and Profits

(Per cent of gross income unless otherwise stated)

Number of agencies represented	1950 167	1951 188	1952 197	1953 207	1954 213	1955 211	1956 213	1957 222	1958 239	1959 240
Rent and depreciation	5.94%	5.93%	6.03%	5.93%	6.03%	6.09%	6.32%	6.69%	7.20%	6.92%
Taxes (other than U.S. income)	1.64	1.68	1.47	1.45	1.47	1.58	1.65	1.71	1.71	1.91
Other operating expense	13.31	14.16	14.50	14.40	13.96	13.58	13.69	13.92	14.51	14.14
Total payroll	69.80	68.57	68.62	68.63	69.87	69.10	68.58	69.86	70.30	69.18
Payments into pension or profit-sharing plans	0.78	0.81	0.65	0.88	0.91	1.10	1.42	1.31	1.17	1.27
Insurance for employe benefit	0.13	0.14	0.19	0.21	0.24	0.34	0.41	0.42	0.45	0.52
Total expenses	91.60	91.29	91.46	91.50	92.48	91.79	92.07	93.91	95.35	93.94
Profit before U.S. income tax	8.40	8.71	8.54	8.50	7.52	8.21	7.93	6.09	4.65	6.06
U.S. income tax	2.01	2.54	2.29	2.40	2.11	2.70	2.74	1.98	1.42	1.79
Net profit (as percentage of gross income)*	6.39	6.17	6.25	6.10	5.41	5.51	5.19	4.11	3.23	4.27
Net profit (as percentage of sales—i.e., billing)	1.16	1.12	1.14	1.11	0.98	1.00	0.94	0.75	0.59	0.67

*Gross income comprises commissions, agencies' service charges, and fees.

Source: Annual studies of advertising agencies' costs and profits conducted by American Association of Advertising Agencies. Figures are averages for agencies of all sizes. Agencies included handled close to two-thirds of the billing of the entire advertising agency business in the United States.

BALTIMORE IS AN EVENING PAPER MARKET

—And THE BALTIMORE NEWS-POST, ITS LEADING EVENING NEWSPAPER!

Baltimore merchants *know* this! That's why they put practically all their daily advertising dollars "on the line"—in the evening newspapers!

Baltimore Is An Evening Paper Market

Evening newspaper circulation represents 97% of all occupied dwelling units in the A.B.C. City Zone. And of these, the Baltimore News-Post delivers the most.

When you advertise in the News-Post, you're reaching the market you want to reach—the Big Market, the Buying Market, the Evening Paper Market!

The Fresh Point Of View

The Baltimore News-Post is the biggest selling evening paper in the Baltimore area. It gives its readers the most complete, up-to-the-minute news coverage—it analyzes the news in depth—it provides entertaining and informative features for every member of the family—and, it's famous for its modern "fresh point of view!"

Call In Your Hearst Advertising Service Representative

Plan now to represent your product to the Baltimore buying public when it's most receptive to your message—in the pages of the Baltimore News-Post.

LOCAL ADVERTISERS PUT THEIR MONEY IN THE EVENING PAPERS

Media Records Prove it!

For the first six months of 1960, The News-Post carried three million six hundred and thirty thousand lines MORE of Retail Advertising than did the Morning paper.

The Baltimore News-Post

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.
OFFICES IN 15 PRINCIPAL CITIES

OFFER—*Starting Sept. 6, Westinghouse will make a "Cleaner clothes or your money back offer" for its automatic washers in ads in newspapers, magazines, tv and radio. Offer was tested in Binghampton, N.Y., and Kalamazoo, Mich., for six weeks. Participation in the program is optional to dealers.*

Sheaffer Sets Five-Prong Push for Autumn, Yule

FT. MADISON, IA., Aug. 31—W. A. Sheaffer Pen Co. has scheduled a five-phase print campaign for fall and the holiday season. Insertions in 17 magazines, three national Sunday supplements and seven independent supplements are planned.

The five phases are:

- Sheaffer's PFM (Pen for Men) and Lady Sheaffer pens will be featured in 24 insertions in *Esquire, Field & Stream, Playboy, Sports Illustrated* and *True*.
- A variety of products in the company's higher-price lines will be advertised in 20 insertions in *Sunset Magazine, National Geographic* and *The New Yorker*.
- A testimonial campaign will run in *Time*, using messages in the actual handwriting of 12 prominent persons to promote the idea of writing with a fountain pen.
- A "How to play Santa" series, featuring gifts from $5 to $25, will run in December in *Ebony, Esquire, Ladies' Home Journal, Sports Illustrated, Sunset Magazine, The New Yorker, Family Weekly, Parade, This Week Magazine* and seven independent supplements.
- Sheaffer's popular-price writing instruments will be promoted in a youth market campaign in *American Girl, Boys' Life, Junior Scholastic Roto, Senior Scholastic* and *Young Catholic Messenger*.

■ The campaign begins in September and builds to its peak during the Christmas gift buying period. It will be backed up by insertions in 17 trade publications, "the most extensive trade ad program in Sheaffer history."

Batten, Barton, Durstine & Osborn, New York, is the agency. #

Transfilm Gets New Device

Transfilm-Caravel, New York, tv film producer, has been given a sublicense to Living Screen, a new entertainment technique which simultaneously combines motion pictures and live stage action. Transfilm is using the new form in the production of Chrysler and Studebaker-Packard industrial films. Arthur Twitchell serves as president of Living Screen Corp.

KRON Charges NBC With Delaying Moves in Anti-trust Suit

SAN FRANCISCO, Aug. 31—The National Broadcasting Co. is "trying to delay the anti-trust suit brought against it by KRON-TV in order to enhance its own profits in the meantime," Washington attorney Lloyd N. Cutler argued here this week before Federal Judge George B. Harris.

Chronicle Publishing Co., owner of KRON, filed the anti-trust action last June against NBC, Oakland station KTVU and others, to block NBC's proposed purchase of KTVU.

The defendants have asked that court proceedings be halted until the Federal Communications Commission decides whether or not to approve the purchase.

"Such a delay, if granted," Mr. Cutler contended, "would severely injure KRON, the present Bay Area NBC affiliate."

NBC's transfer of its programs to KTVU next June 30, when its current two year contract with KRON expires, "would build up KTVU's audiences and profits so that if NBC's purchase of the station is eventually approved it would be taking over a much more valuable property," Mr. Cutler charged.

■ "Meanwhile," he continued in court, "if the NBC-KTVU move to halt all court proceedings is successful, KRON would not be able to ask the court to stop the transfer of the programs to KTVU.

"We do not ask that NBC be restrained from moving the programs to KTVU from KRON," Mr. Cutler told Judge Harris. "We ask only for a chance to compete for these programs and that NBC be restrained from transferring them to KTVU to enhance its own later profits.

"What NBC is trying to do is to get our hands tied behind our backs right now and to prevent our coming to the court to ask for preliminary relief pending a decision of this case."

Mr. Cutler called NBC's proposed purchase of KTVU "an effort to take over the profits of the middleman or the retailer" and he said that it would leave only one network, CBS, which is now affiliated with KPIX, "for which the independent local stations could compete."

■ James Michael, attorney for NBC, argued that Mr. Cutler "is complaining not that he will be hurt but that someone else will benefit. He is saying in a backward, indirect manner, that NBC ought to be made to keep on furnishing programs to KRON."

Judge Harris took the appeal under advisement and granted both attorneys additional time to file arguments in writing. #

DAVID B. HOOPES *has been named advertising manager of the Reader's Digest's new regional editions, to be published starting January, 1961. Mr. Hoopes was formerly on the magazine's New York sales staff.*

TV Industry Sales and Income: 1957-59

Advertising Age Compilation from FCC Reports

(Millions)

	All TV Stations			3 Networks			Network-Owned Stations*			Other Stations*		
	1959	1958	1957	1959	1958	1957	1959	1958	1957	1959	1958	1957
Time Sales												
Network	$ 445.8	$ 424.5	$394.2	$287.8	$277.5	$257.3	$ 30.5	$ 29.2	$ 30.4	$127.5	$117.8	$106.5
Nat'l & Regional Spot	424.2	345.2	296.4	—	—	—	92.6	73.5	58.5	331.6	271.7	237.9
Local	200.6	181.3	178.1	—	—	—	27.3	24.6	23.4	173.3	156.7	154.7
Total Time Sales	1,770.6	951.0	868.7	287.8	277.5	257.3	150.4	127.3	112.3	632.4	546.2	499.1
Less Commissions	180.2	159.3	142.4	66.7	64.5	59.6	21.9	18.9	16.3	91.6	75.9	66.5
Net Time Sales	890.4	791.7	726.3	221.1	213.0	197.7	128.5	108.4	96.0	540.8	470.3	432.6
Revenue from Talent, etc.	273.5	238.3	216.9	217.4	187.7	170.5	9.1	7.6	3.7	47.0	43.0	42.7
Total Broadcast Revenue	1,163.9	1,030.0	943.2	438.5	400.7	368.2	137.6	116.0	99.7	587.8	513.3	475.3
Total Broadcast Expense	941.6	858.1	783.2	406.5	366.7	337.5	81.7	73.0	59.7	453.4	418.4	386.0
Total Broadcast Income Before Taxes	222.3	171.9	160.0	32.0	34.0	30.7	55.9	43.0	40.0	134.4	94.9	89.3

*1959: 17 Network-Owned Stations, 502 Other Stations. 1957: 16 Network-Owned Stations, 485 Other Stations. 1958: 19 Network-Owned Stations, 495 Other Stations.

TV Spots Help Boost Industry Sales to $1 Billion, FCC Says

(Continued from Page 1)

crease of $133,900,000 over 1958. Expense was up 9.7% to $941,600,000, leaving the industry a $222,300,000 net income before taxes. This was a 29.3% gain over 1958's $171,900,000.

■ Networks and their owned stations continue to get about half the tv industry's revenues.

Advertisers spent $664,700,000 with the three networks and their 17 owned and operated stations. Of this $287,500,000 was with the networks for network time and $217,400,000 for talent. An additional $30,500,000 was spent for network advertising on the owned stations; $92,600,000 for spot; $27,300,000 for local advertising and $9,100,000 for talent fees.

After deducting $66,700,000 for commissions and $406,500,000 for operating expense, the three networks showed income before taxes of $32,000,000, a drop of $2,000,000 from 1958. The owned stations paid $21,900,000 in commissions and $81,700,000 in operating expense, ending up with $55,900,000 before taxes, compared with $43,000,000 in 1958.

■ The 502 independent television stations sold $632,400,000 of time to advertisers, compared to $546,200,000 in the previous year. They also reported $47,000,000 in talent fees, a $4,000,000 gain.

Their sales to regional and spot advertisers hit $331,600,000, from $271,700,000 in 1958. Sales to local advertisers were $173,230,000, a $16,600,000 gain, and sales to network advertisers were $127,500,000, up $9,700,000. After deducting $91,600,000 of commissions and $453,400,000 of operating expense the 502 independent stations had net income before taxes of $134,400,000, an increase of $39,500,000.

The 77 surviving uhf stations nearly broke even. Their revenues were $28,000,000, up $1,900,000. Net loss was $500,000, compared with $2,200,000 for 79 stations in 1958 and $3,500,000 for 88 stations in 1957. #

Publishers Vending Service Adds Exec VP, N. Y. Office

Chet Osheyack, formerly with Time Inc., has joined Publishers Vending Service, Minneapolis, as exec vp. At the same time, the company has established a New York office at 527 Madison Ave.

Ely Joins Bradbury

Hal D. Ely has joined the New York sales staff of W. B. Bradbury Co., publisher of "American Armed Forces Features" and representative for American Armed Forces newspapers. He previously was eastern representative for *Today's Health*.

FTC Turns Mail Probe Spotlight on Frozen Foods

One Aim of Quiz Is to Locate Abuses of Co-op Ad Allowances

WASHINGTON, Sept. 1—The Federal Trade Commission has begun a microscopic study of the frozen food industry, with a warning that it is particularly interested in information which may point to illegal promotion arrangements.

The massive questionnaire mailed to industry members today is ostensibly an economic study, but FTC's Chairman Earl Kintner stated that "if the results of the questionnaires indicate that unfair methods of competition are being engaged in, appropriate legal proceedings will be instituted."

His statement underlines the fact that the frozen food industry study has been specially designed to bridge the usual gap between "ivory tower" studies by the commission's economic staff and parallel activity by other personnel assigned to law enforcement.

Since October, 1958, the "ivory tower" group has been engaged in a long range study to map the changes that have been taking place in the food industry. In this newest phase of the study, the "ivory tower" group will be dovetailing its work with commission investigators who are already knee deep in a massive study of illegal promotion arrangements between food chains and their suppliers.

■ The frozen food industry study is the second stage in the "ivory tower" group's food industry study. Part 1, a 338-page study of concentration and integration in food retailing, was strongly praised by leaders of the congressional small business committees when it appeared in May, but FTC was urged to dig deeper.

On the litigation front, FTC investigators have been testing the new investigate-by-mail technique to get dragnet coverage of food industry promotion arrangements. In a mailing earlier this summer the commission staff ordered 211 big chains and 113 suppliers to submit sworn statements covering arrangements for store opening and anniversary sale promotions (AA, July 4). Commission sources say investigate-by-mail is proving to be a fast, efficient and effective way of collecting information about possible law violations.

■ The new economic study of the frozen food industry gives industry members until Oct. 31 to provide a mass of information about virtually every aspect of their buying and selling operations, including a balance sheet.

On the sales side, the commission inquiry probes hard.

For each frozen food product, the packer must show sales breakdown by private brand, own brand or unbranded, with separate figures for the following classes of customers: (1) the ten biggest food chains; (2) all other food chains with 11 or more stores; (3) independents and chains with fewer than 11 stores; (4) other retailers; (5) frozen food distributors; (6) mass feeding institutions; (7) manufacturers and processors; (8) other plants of the same concern for further processing; and (9) exporters.

■ One of the principal items of information sought by the questionnaires concerns sales promotion expenditures, such as payments for cooperative advertising; furnishing and maintaining display racks and other equipment, and giving free goods, services and discounts.

The freezers have been asked to report total sales promotion expenditures to purchasers during 1958 and 1959, and to give the amount paid during these years under sales promotion plans. Copies of promotion plans are requested, and any sales promotion payments to purchasers not made under such a plan must be fully explained.

Companies must specifically report sales and promotion arrangements involving their three largest and three smallest customers and to each of the following chains: (1) each separate division of A&P; (2) eastern and western divisions of Safeway; (3) Kroger; (4) American Stores; (5) National Tea; (6) Food Fair; (7) Winn Dixie; (8) First National; (9) Grand Union; and (10) Colonial Stores (including Albers).

■ In addition to routine questions about interlocking ownership, mergers and corporate changes, the questionnaire makes a special effort to determine the extent to which freezers are integrated backwards toward their sources of supply. Each freezer is asked to list the percentage of raw products obtained from its own operations; from individual independent growers; from marketing cooperatives, and from other sources.

Freezer food companies are required to provide samples of their supplier contracts, including limitations which enable them to exercise control over independent suppliers. #

Compton Boosts Four

Howard Kramer, account supervisor, and Bertram F. Mulligan, assistant director of the radio-tv program department, have been elected vps of Compton Advertising, New York. Compton also has promoted Graham Hay to head time buyer, succeeding Robert Liddel, who has been named associate media director.

a "halo" effect in advertising? A bright, smiling personality can condition our attitude toward a man's deeds. Even a woman's charm can be modulated by lighting. And based upon random comments from MACHINE DESIGN readers . . . reaction to advertising can be changed by the editorial company it keeps. A magazine which has strong editorial rapport with readers makes advertising more believable, more effective. We're trying to find a way to measure this "Halo" effect, of course. We're certain it's one of the extra values received by MACHINE DESIGN advertisers. In the meanwhile . . . we can offer you specific, concrete facts about our leadership in editorial, readership, response, circulation and advertising. For example, MACHINE DESIGN has far more editorial awards than any other design magazine . . . consistently wins independent reader preference studies . . . carries far more advertising pages than any other design magazine. MACHINE DESIGN, A Penton Publication, Penton Building, Cleveland 13, Ohio.

ABP BPA

MACHINE DESIGN

WJBK
DOMINATES THE
MARKET ON WHEELS!
SATURATE with low-cost
package plans
CALL KATZ – today!

RADIO WJBK IS DETROIT

the **STORER** *station backed by 33 years of responsible broadcasting*

German TV Posts Rate Hike

Effective next January, German commercial television will have a new top rate of $4,500 per commercial minute. The new rate was posted by the Cologne station, which previously had a top of $4,000 per minute. Stations in Stuttgart, Munich and Frankfurt also plan rate hikes for 1961. West Germany now has 4,250,000 tv sets in use. The country's eight tv stations sell commercial spots only for one half-hour period daily—and this time is sold out months in advance. A new commercial channel is scheduled for next year (AA, Aug. 15).

Miller Joins McHenry-Derek

Dr. James J. Miller, Duquesne University faculty member, has joined McHenry-Derek Advertising, Greensburg, Pa., as a marketing and management consultant. In addition to his position at McHenry-Derek, Dr. Miller will conduct university classes in marketing and industrial management.

British Agencies, Advertisers Hit TV Rate Boosts

Lack of Competition Seen Responsible for Reluctance to Hold Line

LONDON, Aug. 30—The bodies representing British advertisers and advertising agencies this month sent a joint protest to a number of Britain's commercial television program companies, complaining about higher rates for tv advertising.

The letter, signed by W. E. Phillips, president of the Incorporated Society of British Advertisers, and Sinclair Wood, president of the Institute of Practitioners in Advertising, was sent to Associated Television, ABC-TV, Southern Television, Scottish Television, Television Wales & West, Ulster Television and Grenada TV Network.

It said:

"We have studied your new rate card, just issued, and it has been the subject of discussion between the IPA and the ISBA, many of the members of each body having expressed concern and asked for guidance.

■ "It seems clear that your company is failing to recognize the seriousness of the problems which are being created for advertisers by the rising total cost of advertising on television.

"Manufacturers strive to keep the cost of their advertising at an economic level consistent with efficient selling.

"In other advertising media the existence of competition helps them to achieve this. In television advertising, the absence of direct competition brings the need for more restraint in the setting of rates.

"No information that we have indicates that this cannot be done without causing any deterioration of the present program standards and without detriment to the adequate prosperity of any program company.

"We understand that your main justification for the increase in rates is that the audience has grown and will continue to grow and that it is right and proper to maintain the cost-per-1,000 ratio.

■ "If this is, in fact, your reasoning, we consider that this general principle is wrong. In our view, as the audience grows, so should the ratio be effectively and substantially reduced for all lengths of commercials.

"On the basis of the new rates this is, at the best, true only for certain lengths; for others the ratio is very considerably increased.

"In the case of television it can surely not be argued that larger audiences necessarily mean higher costs—as might be claimed with printed media.

"Advertisers and their agencies are entitled to reasonable consideration. That this is lacking is demonstrated once again by the short notice which they have given of these new rate increases.

■ "In a situation in which television advertising plans must be made and orders placed twelve months or more ahead, sound planning becomes impossible when rates are increased at short notice.

"In view of our concern in this matter we have decided to

there's no power like NEWS*power* to get your foot in the door!

In Buffalo and its growing suburbs more doors are opened daily by the BUFFALO EVENING NEWS.

In fact — more than *twice* as many as the Buffalo morning newspaper.

This is NEWSpower! . . . the power of one newspaper to get into more homes, influence more opinion and motivate more buying.

87% of Buffalo's suburban homes, 83% of the city zone homes receive the NEWS daily. Compared to the 42% average of the morning paper in both areas you have better than a *2 to 1 advantage* with NEWSpower!

NEWSpower gets your foot in the door. Its coverage adds power and potential to your sales message. The full impact of NEWSpower is revealed in the recent Carl J. Nelson Research study made of the vital and expanding Buffalo market.

The results of this study are so conclusive and the statistics so convincing that we have put them together in a compact, 24-page brochure. We'd be happy to send you a copy. Write us direct or contact our national representatives in your area.

BUFFALO EVENING NEWS

One of America's Great Newspapers

218 MAIN STREET • BUFFALO 2, N. Y.

Represented nationally by

KELLY-SMITH CO.

750 Third Avenue, New York 17, N. Y., YU 6-4433

release a copy of this letter to the trade press."

■ The only immediate reaction, apart from some scattered "no comment" responses, was a letter from Howard Thomas, managing director of ABC-TV, to Mr. Phillips and Mr. Wood, in which he said:

"We are rather surprised to have received your letter in view of the fact that Mr. George Cooper, our advertisement director, recently advised the president of the IPA and the director of the ISBA that he would be quite prepared to meet members of both organizations to discuss any aspect of our new rate card. We had no response to this offer.

"In the past it has been our policy to maintain the best possible relationship between this company and the official bodies representing both advertisers and advertising agents.

"In view of our willingness to have meetings with the ISBA or the IPA on previous occasions, we are puzzled that you should find it necessary to raise your questions in public (your letter will obviously not be confined to the trade press) before giving us an opportunity of replying in the usual and more orthodox manner.

■ "In view of your action in sending your letter to the trade press, we assume that there will be no objection to this letter also being released.

"We will, of course, be writing to you answering the points you have raised, and whether you would wish to give our reply wider circulation, we leave entirely to you."

■ Meanwhile, the remaining program company, which did not receive one of the original letters of joint protest—Associated-Rediffusion—announced a new rate card this week, with an over-all increase of 20%, effective Dec. 26.

Next summer's rates, from June 12 to Sept. 8, however, have been cut back to the current rates.

Under the new general rates structure, a 15-second peak-time spot (7:25-10:35 p.m.) will cost £770 ($2,356), as against the present figure, $1,792; and a 30-second spot will be $3,080, as against $2,576 now.

■ There was happier news for agencies on a related front. The threat by the Newspaper Proprietors Assn. and the Newspaper Society to withdraw recognition from agencies which split commission with other agencies (AA, July 11) has blown over. The two organizations have now informed agencies they do not propose to go forward with their plan. #

Colgate Names Moulin, Jones

Colgate-Palmolive Co., New York, has appointed N. B. Moulin to the new position of manager-product management administration in the household products division. He formerly was manager-production planning. Colgate also has named A. Carroll Jones Jr., formerly with Benton & Bowles, product manager for dentifrices, succeeding Joseph A. Diemling, who has been named assistant to the general products manager.

Montagne Rejoins Esty

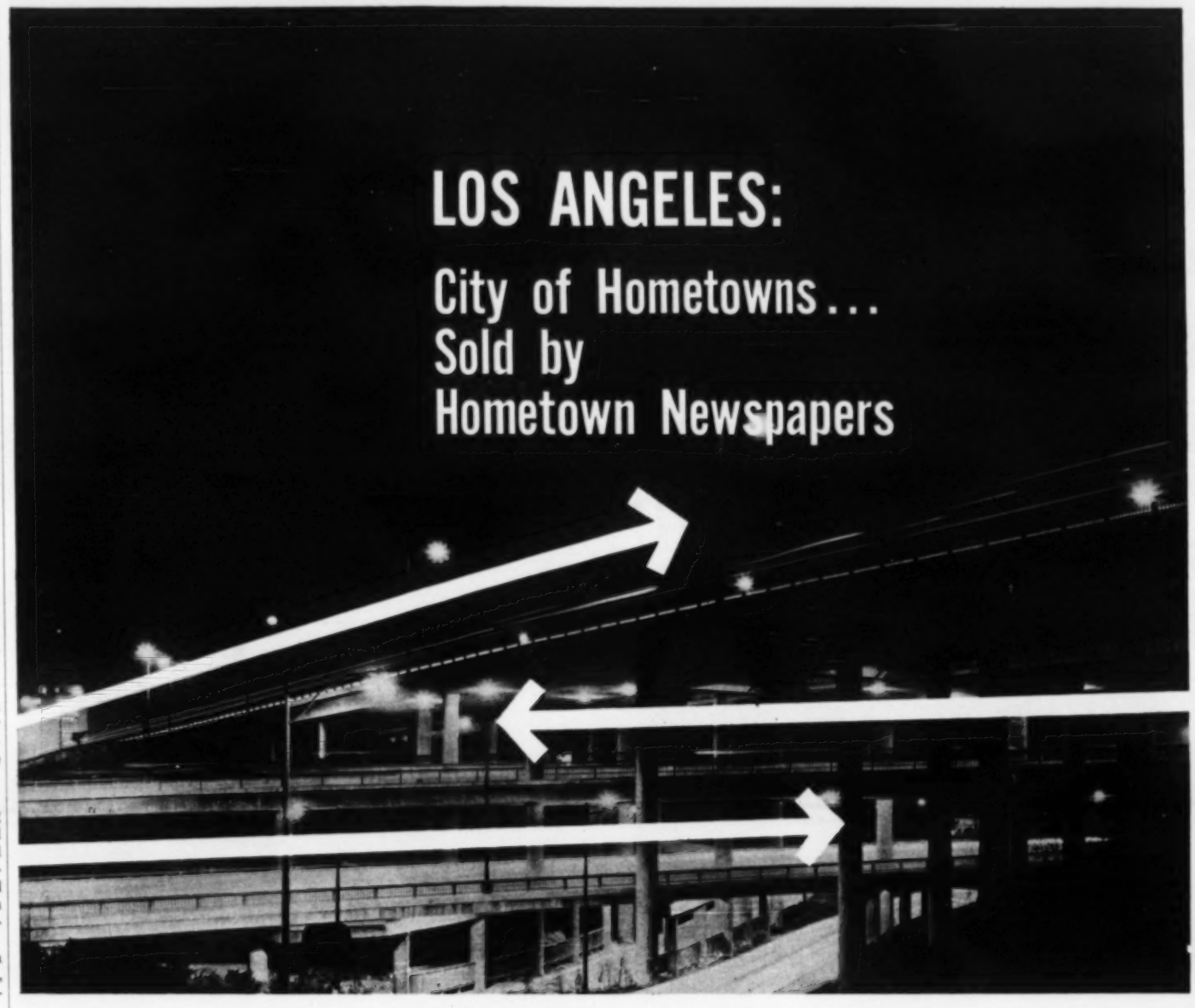
Edward J. Montagne, formerly executive producer of films of CBS-TV, has rejoined William Esty Co. as program consultant in its Hollywood office.

Gamble-Skogmo Mails Catalog

Gamble-Skogmo Inc., Minneapolis, has published its 1960-'61 fall and winter mail order catalog, which is being mailed directly to customers' homes in the company's trade area. The 244-page catalog offers 4,000 items ranging from women's mink stoles to wheel chairs to furnaces.

Souvenir Magazine Set

Sigmund Gottlober, director of National Theater & Concert Magazines, New York, has been appointed exclusive advertising representative for a souvenir magazine for the U.S. tour of the Israel Philharmonic Symphony. The tour will start Oct. 16 and will include 26 cities besides New York.



COPLEY newspapers reach and sell key hometowns in the Greater Los Angeles market.
And the hometowns surrounding the city proper are becoming increasingly important. Right now, 59.04% of the people counted as part of the vast Los Angeles market live outside the city limits.
These suburban communities are too many, too scattered, too diverse in civic personality to be covered effectively by the metropolitan newspapers alone.
That's why you need the Los Angeles Copley newspapers to complete your coverage. The Group includes seven dailies, plus their 16 supplementary weeklies, serving 31 key communities. Combined circulation: 501,629*. The entire Group is yours with one order, at a discounted flat line rate of $1.50 . . . or a bulk discounted rate (5,000 lines or more within one year) of $1.40 a line.
For details, ask any office of the WEST-HOLLIDAY CO., INC.

*Audited and Sworn Circulation Figures 3/31/60.

"The Ring of Truth" Copley Newspapers

LOS ANGELES COPLEY NEWSPAPER GROUP

ALHAMBRA POST-ADVOCATE · El Monte Post-Advocate · Alhambra Post-Advocate Shoppers
BURBANK DAILY REVIEW · Burbank Review Shopping News
CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD · Culver-Palms Advertiser · Mar Vista Advertiser · Venice Advertiser · Baldwin Hills Advertiser
GLENDALE NEWS-PRESS · Glendale News-Press Shoppers
MONROVIA DAILY NEWS-POST • Monrovia-Duarte News Advertiser
SOUTH BAY DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) · South Bay Breeze Advertisers · South Bay Breeze Peninsula Advertiser
SAN PEDRO NEWS-PILOT · San Pedro News-Pilot Advertiser

Young Chicago

loves to buy...

...the Chicago Sun-Times

The young families are the big buying families,
in Chicago as anywhere else. But nowhere else can you
reach them more effectively. In Chicago,
more young families read the Sun-Times than any other newspaper.

Send for your copy of the 1960 Chicago Consumer Analysis. Now available.

The Editorial Viewpoint . . .

How to Make Trouble Needlessly

National Airlines is in trouble with the Civil Aeronautics Board over its advertising of its New York-Miami run.

So is Eastern Air Lines.

To quote from our story of last week reporting the facts:

"The airlines brought down the wrath of CAB on each other. First Eastern protested that National's ads for a $70.20 Miami vacation were 'unfair, deceptive and misleading.' Three weeks later National struck back with a complaint that Eastern was meeting National's jet competition by camouflaging pictures of its jet-prop Electras to make them look like 'real jets'."

The heart of the controversy, however, was reference in both companies' advertising to "lowest fare," although fares are, of course, identical for identical service on all airlines. National, in addition, quoted its fare in ads in a manner which led the CAB to assert that only "an advertising expert" would realize that the dollar figure quoted was merely for fare, rather than for the cost of a 15-day vacation in Miami.

What makes this promotional dogfight between airlines so unappetizing to the innocent advertising bystander is that it all does so much harm to the total advertising image—and for what seems like no sensible reason.

It is extremely doubtful if either airline's advertising misled any customers for a long enough time to extract the price of a ticket from them, and it is equally doubtful that this kind of advertising sold any more tickets than would have been sold if the airlines had stated the facts clearly and unequivocally in the first place. As we commented not so long ago in connection with some similar airline advertising, the facts themselves seem interesting enough to pull traffic without any contrived copy mysteries or any unclear or misleading use of language.

What then is the excuse for going out on a limb and inviting official condemnation of advertising? What is the point of running copy that must lead many people to further mistrust advertising? What useful purpose is served by confusing a straightforward story, and by disappointing a certain percentage of readers, who now can add their heartfelt comments to any neighborly discussion of the nefarious role of advertising?

Advertising suffers both at the hands of those who use it badly and those who use it carelessly and thoughtlessly. We've got to defend it not only from those who deliberately mislead or offend against good taste, but also against those who gimmick up an honest story in some way so that it can mislead or sounds as though it could mislead.

Washington News, Good and Bad

While we by no means suggest that you turn in your government-watching badge on the strength of this single statement, we nevertheless were pleased that Presidential aspirant Kennedy advised our Washington office that he does not intend to press for a tax on advertising, as many had feared might be the case.

"I do not advocate a tax on advertising," Senator Kennedy wrote Advertising Age, in a letter which also said: "Advertising is, of course, essential to our life."

It is nice to have at least this much on the record.

In a sense, we were even more interested in the news that practically no controversy seems to have developed over H.R. 12536, the bill which would allow manufacturers to deduct the cost of co-op advertising (up to 5% of the price), in figuring the excise tax on appliances and other items subject to such taxes.

Heretofore, the Treasury has been insisting that the excise tax must be based on everything the retailer is required to pay to the manufacturer, without regard to any subsequent rebate.

This has meant that there has been a hidden tax on some advertising, and it has also meant that some remarkable bookkeeping and billing contortions have been performed by some appliance manufacturers in an attempt to circumvent that part of the excise tax which has applied to co-op advertising funds.

At this writing the bill has passed both houses of Congress, and only a dispute over some amendments unrelated to co-op advertising remains to be resolved. We trust that these unrelated matters will not preclude passage of this important bill.

On the other hand, perhaps we should report that the National Assn. of Food Chains is vigorously denouncing the FTC action in the Grand Union case, in which, in essence, that chain is ordered to cease and desist from securing special allowances from suppliers for, among other things, advertising on a Grand Union spectacular. FTC is usurping congressional power and writing new law, the association says.

"Before this decision," says the chain store group, "the law relating to advertising allowances could be used only against suppliers . . . Congress did not provide that purchasers receiving these allowances would violate this section. The FTC has attempted to enact new law by its decree."

It is safe to assume that manufacturers are chuckling, even if ever so quietly.

Gladys the beautiful receptionist

—Charles D. Peebler Jr., Bozell & Jacobs, Omaha.

"He's now in the creative department—he had a contribution to Gladys printed in AA."

What They're Saying . . .

Traffic in the Supers

Indicative of the times was that fracas in Miami, Fla., where two pushcarts collided in a supermarket, leading to a court trial and $50 fines for each of the principals—a man and a woman.

"He just shouted, 'Make way!' " testified the lady, while the male pleaded that the crash was an unavoidable accident and moreover, the woman grabbed a rolling pin and hit him with it.

. . . The day may come when there will have to be interior traffic managers to control the traffic in the aisles, checking the stop-and-go lights between the encyclopedia counter and the revolving chicken spit, and at the intersection of Canned Pea lane and Bug Bar boulevard. The large markets might even have portable courts to try traffic offenders on the spot.

This will be a far cry from those old days when the child of a pedestrian shopper could fall into a pickel barrel and perhaps drown.

—Editorial in the Hour, Norwalk, Conn.

Take It Easy

Private Parking—No Time Limit
—Courtesy of Plimpton's.

—Sign on a bench in front of an office supply company in West Hartford, Conn.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard, Murray Keatinge**. San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

The ANA has discovered that newspaper rates have gone up.

And according to the BLS statistical index, so, unfortunately, has practically everything else.

•

AA reports that expenditures of the 100 largest national advertisers in 1959 represented a larger percentage of the total than ever.

And if the yen for mergers persists, the trend will continue.

•

The FTC says the "enamel" used in that Pepsodent tv ad was "white pot opal glass."

Hereafter those dentifrice people will have to use real tooth enamel, or else.

•

The campaign of the American Medical Assn. against compulsory coverage of all over 65 under the new health insurance plan seems to have succeeded.

The doctors hear from Great Britain that government paper work isn't very interesting.

•

If International Paper and other advertisers promoting the printed word have their way, books and periodicals will continue to be something more than filler for library stacks.

•

"Macbeth" will be presented by Hallmark via tv film Nov. 20, and in view of "Out, damned spot!" it may be assumed that the program will be carried by a network.

•

Walter Guild insists it isn't necessary to advertise cosmetics as though all women were less than ladylike, and very smartly cites beauteous Barbara Britton to prove his point.

•

The Advertising Workshop has issued the second of two weighty tomes showing agencies how to get new business.

What happens if two agencies read the book and go after the same client?

•

Frank Lane says he wouldn't accept a position in the Chicago Cubs organization, and as far as anybody knows they haven't even invited him to help sell Wrigley chewing gum.

•

"Fortify your position with young physicians as they establish their prescribing habits," suggests the *New Physician*.

A good idea, provided those persuasive detail men don't disestablish them.

•

"Hankscraft display animation helps sell Schlitz," says the ad.

Wonder who animates displays for Bud?

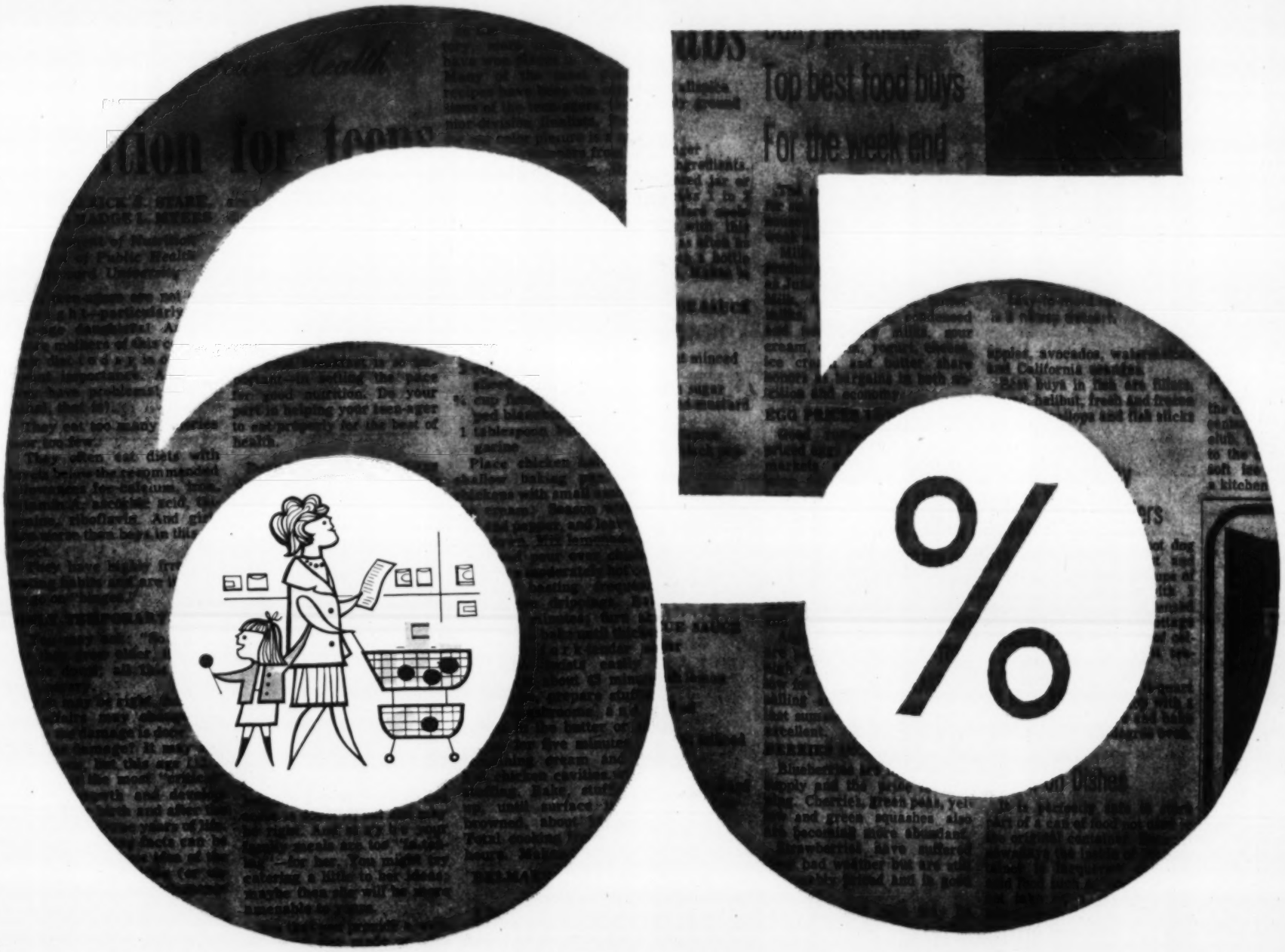
•

Philadelphia agencies can use full pages in the *News* without charge to explain the advertising business.

All right, boys, we're all waiting for those clear and convincing expositions of sound advertising economics.

Copy Cub.

In Delaware Valley, the Suburbs account for 65% of Food Sales



—And in Delaware Valley's suburbs, The Daily Inquirer is read by 27% more women than the major evening newspaper.*

So, if you want to sell more where they're buying more—put your advertising in The Inquirer!

*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company Inc. Highlights available on request.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER
for 1,433,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

It's not just how many builders*– it's <u>where</u>

*and American Builder gives you the most

GROWING BUILDING (Breakdown of Some Leading Growth Areas 1959 – 1963)

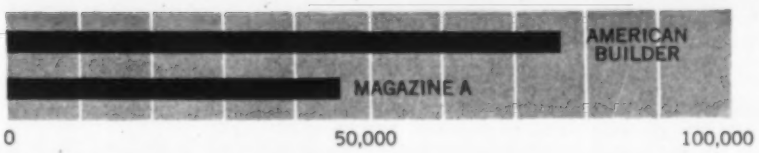
STANDARD METROPOLITAN AREA	POPULATION INCREASE 1959-63	% POPULATION INCREASE	INCREASE IN HOUSEHOLDS 1959-63	DWELLING UNITS BUILT 1954-58	DWELLING UNITS TO BE BUILT 1959-63	NUMERICAL INCREASE	% OF INCREASE	GROWING CIRCULATION 1958	1959	MAY 1960
Atlanta	126,000	13.3	34,800	51,300	52,200	900	1.8	262	761	831
Davenport-Rock Island-Moline	25,000	8.9	7,300	6,000	11,000	5,000	83.3	115	132	152
Kansas City, Mo.	111,200	9.3	35,000	44,000	52,400	8,400	19.1	413	461	560
Little Rock	39,200	15.8	11,300	8,900	13,000	4,100	46.1	53	75	103
Memphis	95,866	15.4	26,600	27,200	39,800	12,600	46.3	76	217	252
Miami	333,900	36.4	104,200	84,700	156,300	71,600	84.5	261	334	468
Oklahoma City	90,600	19.6	28,300	17,000	36,800	19,800	116.5	109	158	277
Phoenix	195,000	33.2	56,700	53,300	85,000	31,700	59.5	332	472	654
San Antonio	121,000	19.0	31,800	23,300	41,300	18,000	77.3	137	168	178
San Bernardino-Riverside-Ontario	299,000	39.1	91,500	77,500	137,300	59,800	77.2	490	651	696
San Francisco-Oakland	430,100	15.2	135,600	122,800	203,300	80,500	65.6	1,103	1,583	2,021
San Jose	222,800	37.7	75,500	59,300	113,200	53,900	90.9	416	779	882
Winston-Salem	22,800	12.7	6,200	5,500	9,300	3,800	69.1	18	65	75

Is your selling effort shifting as fast as the shifting market potential? Two years ago, American Builder opened the light construction industry's eyes to geographical changes with its now-famous Markets on the Move study (sample statistics above). Ever since, American Builder has had the jump in beefing up circulation *right where you want to beef up your selling efforts.*

Overall, American Builder has had the biggest builder circulation based on one-year averages, in seven of the last nine years. And this circulation is centered on the hard core of the market—the versatile, flexible building pros who adjust to the changing times.

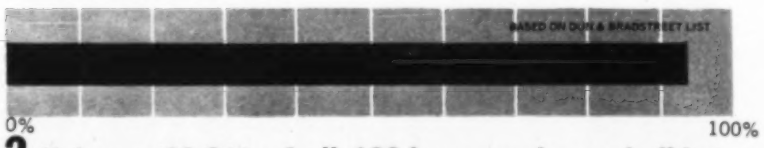
Sell the <u>steady</u> market in American Builder

Your advertisements in American Builder enjoy these important advantages:



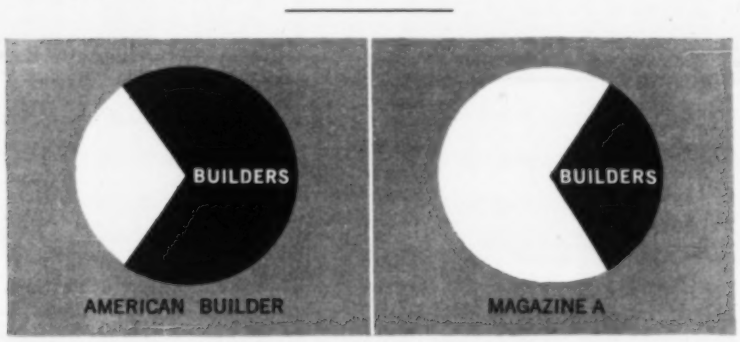
1 Mass—76,083 builders

The American Builder audience represents the largest audience of builders anywhere: the men at the top—large builders—but also the rank and file, the growing builders, the new builders that will be tomorrow's "old pros." With the high and unpredictable turnover in the building business, there is truly safety in numbers.



2 Volume—93.8% of all 100-house-and-over builders

These builders may sharpen their pencils more than you like when they buy, but they represent volume you need for your mass production. American Builder delivers them.

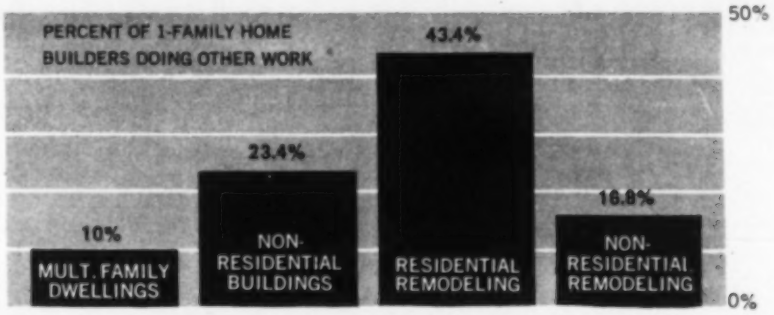


3 Exposure to the specifying audience—the builders

Much waste circulation has been bought because of the confusion about the importance of bankers, consulting engineers, interior decorators, realtors, etc., in the building business. To clear up this confusion ask the question, "Important to whom?"

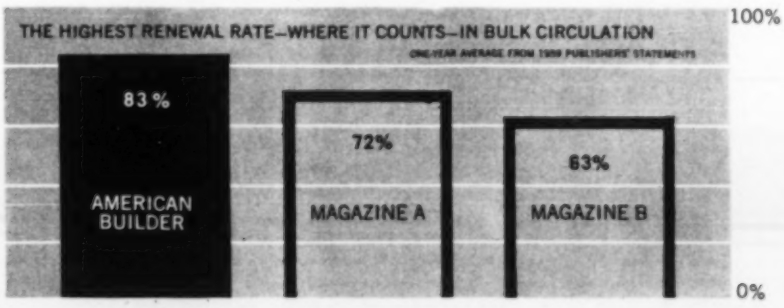
	IMPORTANT TO BUILDER?	IMPORTANT TO MANUFACTURER?
ARCHITECT	YES	NO
CONSULTING ENGINEER	YES	NO
REALTOR	YES	NO
INSURANCE COMPANY	YES	NO
GOVERNMENT	YES	NO
BANKER	YES	NO
INTERIOR DECORATOR	YES	NO
BUILDER		**YES**

These men are tremendously important to the *builder*—but are, in most instances, unimportant to the manufacturer of building products. American Builder delivers the *buying and specifying* audience—the builders.



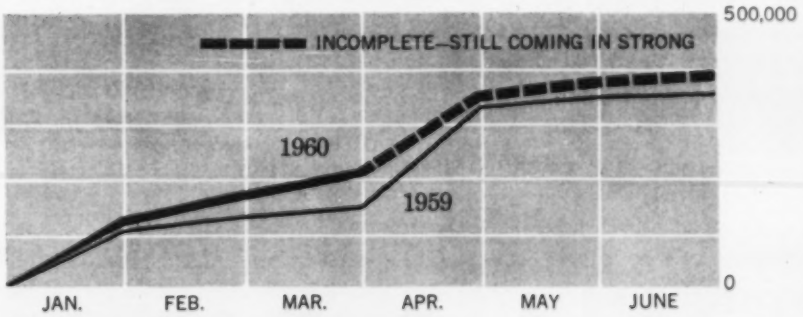
4 Exposure to versatile and flexible builders

A high percentage of the American Builder audience is diversified to meet changing situations, new opportunities—active in *all* phases of light construction: residential, non-residential, and remodeling. Here is a real plus for advertisers.



5 Exposure to the "comers"

Turnover in the building industry is tremendous. Getting your advertising into the hands of the newly important builders is invaluable. 30.3% of American Builder's circulation is placed through companies who know this important group and *pay* to get the magazine to them. And American Builder enjoys the *highest* renewal rate—where it counts—in this bulk circulation.



6 The highest reader response

359,135 new product inquiries for the first 6 issues of 1959—398,594 (and still coming in strong) for the first 6 issues of 1960! Proof of great and growing readership and interest. Further proof: almost every manufacturer interviewed says American Builder pulls the most editorial inquiries.

Your advertising works harder, gets results faster, in American Builder

A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION

30 Church Street, New York 7, New York

American Builder

THE BUSINESS BOOK FOR BUILDERS

In
CLEVELAND
nothing
sells
like
BEAUTIFUL MUSIC RADIO
WJW

the **STORER** *station backed by 33 years of responsible broadcasting*

CALL KATZ or National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1

Four A's Elects Two; Names Reedy VP

Hockaday Associates and Lester Harrison Inc., both New York, have been elected to membership in the American Assn. of Advertising Agencies.

The Four A's has named Lawrence D. Reedy a vp. Previously with Grant Advertising and Abbott Kimball Co., he joined the Four A's as a consultant in March, 1959, and has been senior staff executive in charge of relations activities and tv and radio administration for the past year.

Aron & Shore Moves, Names Lippman Art Director

Aron & Shore Advertising, Philadelphia, has moved to new quarters in the Middle City Bldg., 34 S. 17th St. At the same time, A. Lee Lippman, head of his own art service, who has been serving as consultant art director to Aron & Shore, has joined the agency as art director.

State Overspends on Election Ads, Official Complains

OLYMPIA, WASH., Aug. 30—Is the state of Washington spending too much money to advertise constitutional amendments that must go to the voters for approval or rejection?

State Auditor Cliff Yelle says the answer is yes and that expenditures substantially beyond the legal requirement have been made. But Lew Selvidge, executive secretary, Allied Daily Newspapers of Washington, countered that the advertising was approved by the state's attorney general in 1952 and each election since.

Examiners in the state auditor's office said that the state constitution requires that proposed amendments be published in a weekly paper in each county of the state. But they said that Victor Meyers, secretary of state, in addition to $115,121 spent in weekly newspapers, spent $75,604 in daily papers and $15,000 with broadcasters to advertise proposed amendments up to the 1958 election.

■ The state auditor's office contended that money paid to the dailies and to the Washington State Assn. of Broadcasters were "expenditures beyond the legal requirements for such advertising."

Mr. Selvidge replied that the constitutional requirement that advertising be placed in the weeklies at best reaches "less than 10% of the voters" whereas the supplemental advertising in dailies and through the broadcaster reaches virtually all the voters. The plan for supplemental advertising, he added, was worked out prior to Mr. Meyers' administration in a conference that included media representatives and the attorney general.

Mr. Selvidge said also that proposals to modify the present constitutional requirement on advertising and to give "broader public notice of proposed constitutional amendments without additional expenditures" were under consideration. #

W. C. Zandi Advertising Opens

William Zandi has opened his own agency, W. C. Zandi Advertising Agency, with offices in the Triangle Trade Center, Las Cruces, N. M. Formerly an agency owner in Ann Arbor, Mich., Mr. Zandi was recently separated from military service. While stationed at White Sands Missile Range, he became interested in the rapid growth pattern shown in southern New Mexico and Dona Ana county, he said.

Hallmark Sets Valentine Show

Hallmark Cards, Kansas City, which is sponsoring three color tv dramas this year (AA, Aug. 22), will present another drama in color, "Time Remembered," a romantic comedy, for its Valentine's Day offering on the Hallmark Hall of Fame tv series (NBC-TV) on Feb. 7. The greeting card company usually presents a quality show before a big holiday to stimulate sales.

Hard-boiled rating service

Let's face it: The toughest rating service of all is determined by the sponsor's pen; he either signs a renewal or he doesn't. And, by this standard especially, we shine with a gem-like brilliance. For example, Esso Standard has sponsored our 11 P.M. news for five years without an interruption. Sealy Mattress has sponsored the 11:10 P.M. weather show for eight years. Ratings like these from top national advertisers pay off — for our clients and for us — against any competition.

NBC abc

Represented by Edward Petry & Co., Inc.

WJAR-TV

CHANNEL 10,
PROVIDENCE, R. I.

Chicago's Elite Hotel
overlooking Lake Michigan on the Gold Coast

LAKE SHORE DRIVE HOTEL

Only five minutes from downtown . . . steps from famous restaurants and exclusive specialty shops. Luxurious air-conditioned rooms, suites and apartments by the day, month or year.

Donald O. Cronin Manager

181 E. Lake Shore Drive SU 7-8500

From "NEW ENGLAND," in the Sept. 13, 1960, LOOK

Austere as its heritage,
stern and bleak as its founding fathers,
are the winters of New England—
land whose ancestry is all America's.
In 60 pages of words and pictures,
LOOK captures New England
in every season, in its many faces.
Skier against a Vermont slope.
Small boy fishing at Walden Pond.
Boston beauty and tea at the Ritz.
Bennington freshman...village church choir...
the Kennedys...the Ribicoffs...
and those Fairfield County commuters.
This is New England, for these
are its people...in the current
LOOK, *the exciting story of people.*

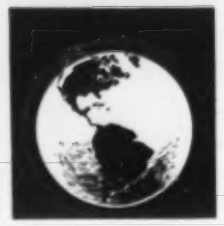
LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for research on radio-wave propagation



WINNER of the *1960 Harry Diamond Memorial Award* is K. A. Norton, of the National Bureau of Standards, Boulder, Colorado—cited for "contributions to the understanding of radio wave propagation." IRE is proud to honor Mr. Norton, and to salute all who, in this challenging decade of the '60s, work for the advancement of electronics and apply it to the betterment of our lives.

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

K. A. Norton

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 3-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

The building materials merchandiser has become the dominant force in light construction . . . comprising 55% of the market . . . building 175,000 homes a year . . . financing and selling materials for 585,000 additional homes! This progressive building materials merchandiser audience has been created by American Lumberman's Dealer Sales Control Program. DSC dealers average 56% more volume . . . sell broader lines of products...and more of them...than the average! Effective with the January 2, 1961 issue,

Building Materials MERCHANDISER

American Lumberman will become BUILDING MATERIALS MERCHANDISER in name as well as fact . . . pointedly reflecting the transition of progressive dealers into building materials merchandisers . . . further pinpointing this new market it helped to create.

American Lumberman

VANCE PUBLISHING CORP.
59 E. Monroe St., Chicago 3, Ill.

Getting Personal

John C. Cornelius, president of the American Heritage Foundation and former vp of BBDO, is now a *Reader's Digest* author. In the September issue he pays tribute to one of his high school teachers, Laura Bryant, of Ithaca, N.Y., as "The Most Unforgettable Character I've Met" . . .

Ed Wallant, art director at SCI, sales promotion division of McCann-Erickson, has just had his first novel, "The Human Season," published by Harcourt, Brace . . .

In Texaco's recent "Write your own tv commercial" contest, the eighth-prize winner of a Coleman camp stove was **Mary Jane Rogers**, in pr and house promotion at N. W. Ayer, Philadelphia. The account which has taken up most of her time for the past three and one-half years: Texaco's competitor, Atlantic Refining . . .

The lady astronaut-in-training featured in the Aug. 29 issue of *Life* is **Jerrie Cobb**, advertising and sales promotion manager of Aero Design & Engineering Co., which makes twin-engine Aero Commander planes. A veteran pilot with more than 7,500 hours flying time, she was named Woman of the Year for 1959 by the Women's Aeronautical Assn.—and she is the first prospective space pilot in the U.S.'s 12-woman testing program now under way . . .

Fred Manchee, retired treasurer of BBDO, has a second book, "The Secret of Being Somebody," due to be published Sept. 12 by Thomas Nelson & Sons . . .

A 7 lb. 3 oz. daughter, Felisa, was born Aug. 5 to Mr. and Mrs. **Symon B. Cowles.** Mr. Cowles is director of advertising and promotion of Metropolitan Broadcasting Corp.'s Washington tv station, WTTG . . . A second son, Donald, weighed in at 9 lb. on Aug. 23 at the household of **Larry Bernard**, of AA's New York editorial office . . .

BUSMAN'S HOLIDAY—*Marge Mills, artist with O'Grady-Andersen-Gray Inc., Chicago, did some landscape painting while vacationing at the Painted Post, Red Feather Lakes, Colo., guest ranch owned by former Chicago adman George Drake.*

Leona Bowman, a vp of Mogul, Williams & Saylor, and her husband Sidney Hill, head of the Berry-Hill Art Galleries, are on a month's tour of location scouting and research in the Eastern Mediterranean. She predicts that Greece and the neighboring Aegean Islands will become the center of a new advertising, fashion and design trend competing with the appeal of Rome, Paris and Madrid . . . Just returned from a vacation in Greece is **Jane Trahey**, head of her own New York agency . . .

Victor C. Diehm, head of the Diehm stations, Hazleton, Pa., and chairman of Mutual Broadcasting System's affiliates advisory committee, received a citation at the Veterans of Foreign Wars convention in Detroit for his excellent job as VFW coordinator of radio and tv . . .

Lee H. Bristol Jr., director of pr for the Bristol-Myers Products division, has been elected president of the Creative Education Foundation, Buffalo. He succeeds **Alex F. Osborn** (the retired "O" in BBDO), who has been elected chairman of the foundation's board and will continue as chief executive officer . . .

Joan Marie Powers, a tv producer with Tatham-Laird, New York, is engaged to James Murphy . . . **Elaine Diamond**, in the promotion department of *The New Yorker* and a niece of **S. I. Newhouse**, the newspaper and magazine publisher, was married Aug. 20 to Dr. Richard Berman . . . It will be an autumn wedding for Leah Kernochan and **C. F. Mueller IV**, manager of chain-store sales for C. F. Mueller Co., the macaroni manufacturer. The groom-to-be's father is exec vp of the company . . .

Charles Grant, *Detroit Times* retail advertising salesman, who became a 25-year man Aug. 15, received a gold watch on the big day . . .

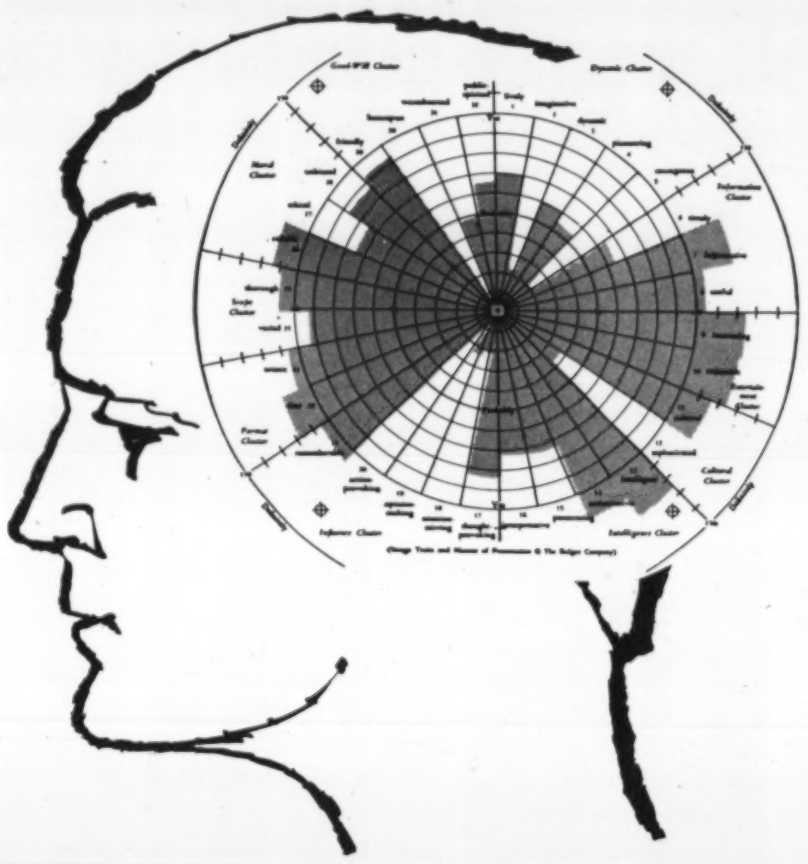
Dan Scherer, pr and promotion manager of the Atomic Industrial Forum, New York, has updated his paperback guide on small business franchising, which Pilot Books will issue under a new title, "Financial Security & Independence Through A Small Business Franchise" . . .

Romance at J. Walter Thompson, Chicago—**Loretta Dorfmeister**, research, and **John Egan Jr.**, account representative in the public relations department, will wed Sept. 10 . . . **Thomas Quinn**, with Quinn-Lowe, New York ad agency, and Carol Ann Ecklund are making plans for a winter wedding . . .

R. Fullerton Place, St. Louis public relations counsel, and Mrs. Frances Goodall were married Aug. 15 in Kenilworth, Ill. . .

Ray Chan, tv-radio copywriter for Perrin-Paus Co., Chicago, was a winner in *Writer's Digest* annual short story contest. His entry, "The Devil Has Many Guises," won him a portable typewriter . . .

WHAT GOES ON IN A READER'S MIND?



1. lively
2. imaginative
3. dynamic
4. pioneering
5. courageous
6. timely
7. informative*
8. useful
9. interesting*
10. enjoyable*
11. cultural*
12. sophisticated
13. intelligent*
14. authoritative*
15. penetrating
16. interpretative
17. thought-provoking
18. emotion-stirring
19. opinion-making
20. action-provoking
21. rememberable*
22. clear*
23. artistic
24. varied
25. thorough*
26. reliable*
27. ethical
28. unbiased*
29. friendly
30. homespun
31. warmhearted
32. public-spirited

*indicates the 11 basic traits where the Geographic received highest scores of ALL magazines surveyed by the Bolger Study.

How do people feel about a magazine they read regularly? What mental image of its editorial personality do they form? Which characteristics do they associate with it most strongly?

Measuring such qualitative factors is a new study, recently completed by the Bolger Company, specialists in corporate and media image evaluations. Based upon 4,186 home interviews with readers in 36 cities from coast to coast, it surveys 11 of America's biggest magazines—of which National Geographic is one.

Each interviewee had to be a family head and regular reader of a specific magazine for at least one year. Each was asked to evaluate how that magazine, in his opinion, measures up to 32 basic image traits. A choice of six qualitative levels, ranging from a definite *yes* to definite *no,* is offered. Tabulated scores are then expressed by 32 wedge-shaped radials, sealed upon the circular chart shown above—thus creating a distinctive "image profile" for each magazine surveyed.

The enthusiasm of National Geographic readers for *their* magazine, as depicted by its strong "image profile", helps explain much of this famous medium's advertising effectiveness.

- *in 11 of the 32 basic traits, the Geographic led all other magazines surveyed.**
- *in 24 of the 32 traits, it ranks among the first six magazines.*
- *the five highest (or most positive) scores recorded in the study were attained by the Geographic.*

This is a powerful editorial climate, and it inevitably has influence upon reader responsiveness to advertising. Project it across 2,500,000 high-income families reached today by the Geographic. They can be your audience, too.

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

ATLANTA
BILLION DOLLAR MARKET WITH A MILLION PEOPLE
BIG MOVIES + BIG AUDIENCE = BIG SALES!
CALL KATZ
waga CBS tv 5
the STORER station backed by 33 years of responsible broadcasting

Idaho Potato & Onion Group Approves $538,000 Ad Budget

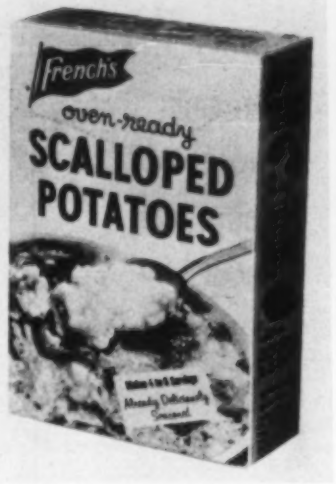
The Idaho Potato & Onion Commission, Boise, has approved a tentative potato advertising budget of $538,000 for the 1960-'61 marketing season. The commission also approved newspaper advertising in 73 cities which includes all market areas on last year's schedule, plus Minneapolis and St. Paul. The budget is dependent on normal potato productions and is subject to revision if crop circumstances change.

Phillips & Cherbo Adds One

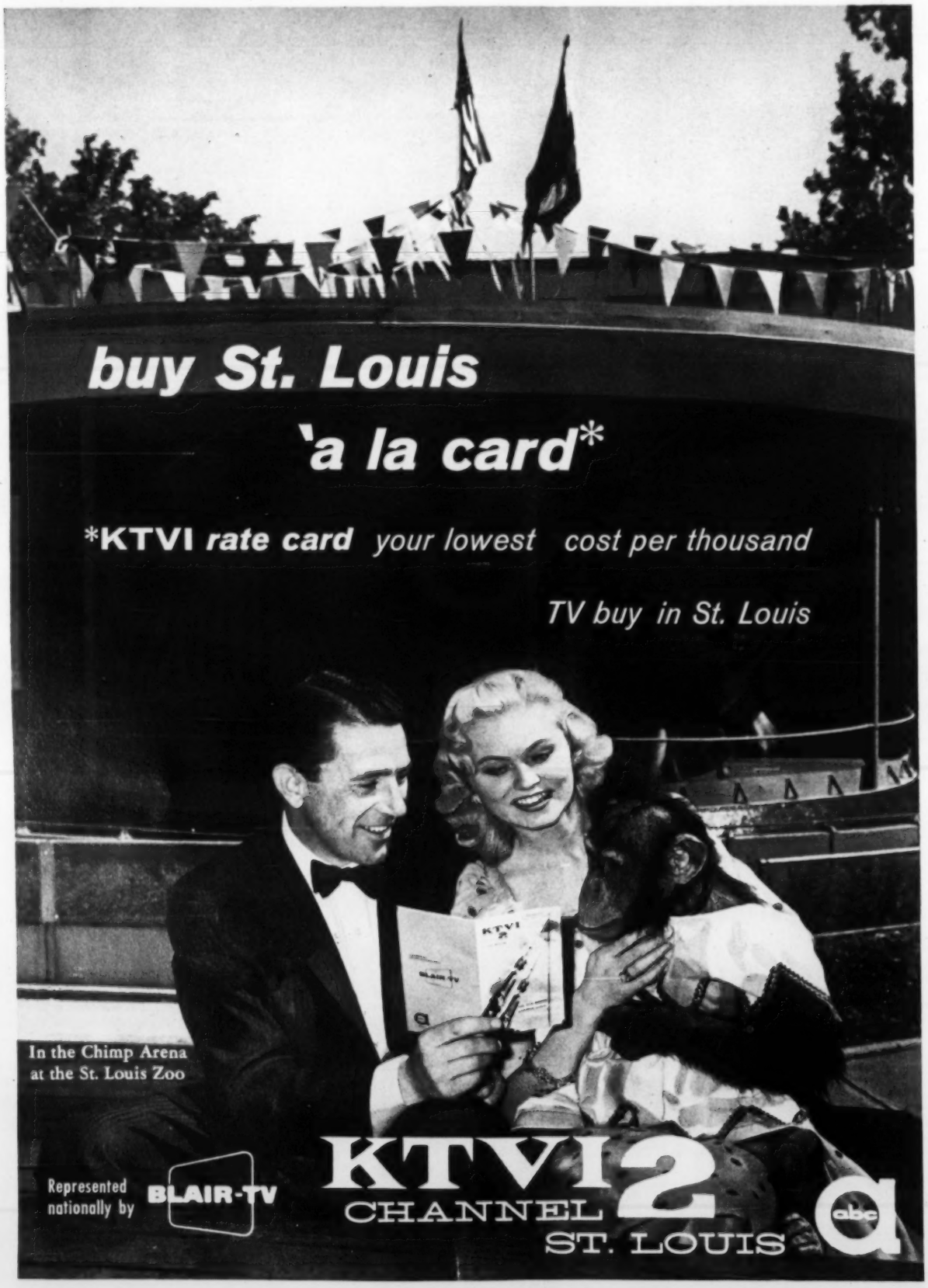
Spencer Press, Chicago, has appointed Phillips & Cherbo, Chicago, to handle advertising for its school and library division. The account formerly was handled by Reach, McClinton & Pershall, Chicago.

Ladd, Southward Adds One

Modern Castings, Des Plaines, Ill., has named Ladd, Southward & Bentley, Chicago, its first agency.



NEW—*R. T. French Co., Rochester, N.Y., is enlarging its product line with a new item, oven-ready scalloped potatoes.*



Downyflake Buys Children's TV for Frozen Foods Line

NEW YORK, Aug. 30—Downyflake Foods is convinced that if you talk to the kids, mama also is going to hear about it.

For this reason the frozen food packager has chosen children's television shows for a heavy campaign to reach homemakers in the New York area. Featured products will be Downyflake frozen waffles, pancakes and French toast.

"Although it is obvious that purchases of frozen waffles, pancakes and French toast are made by adults, our in-depth research revealed that these items have unusually potent appeal for youngsters," Herbert R. Koff, exec vp of Downyflake, explained. "Consequently, Downyflake is aiming its advertising at children, who strongly influence their parents' buying habits. This is a new approach in frozen food advertising."

Contracts for 27 weeks have been placed on Sandy Becker's "Our Gang," Sonny Fox's "Just for Fun" and Fred Scott's "Felix & Friends," all on WNEW-TV; "Laurel & Hardy," on WPIX, and Claude Kirschner's "Terrytoon Circus," on WOR-TV. Smith/Greenland Co. is the agency.

The live personalities on the shows will deliver the frozen food sales pitch direct to their kiddie followings. #

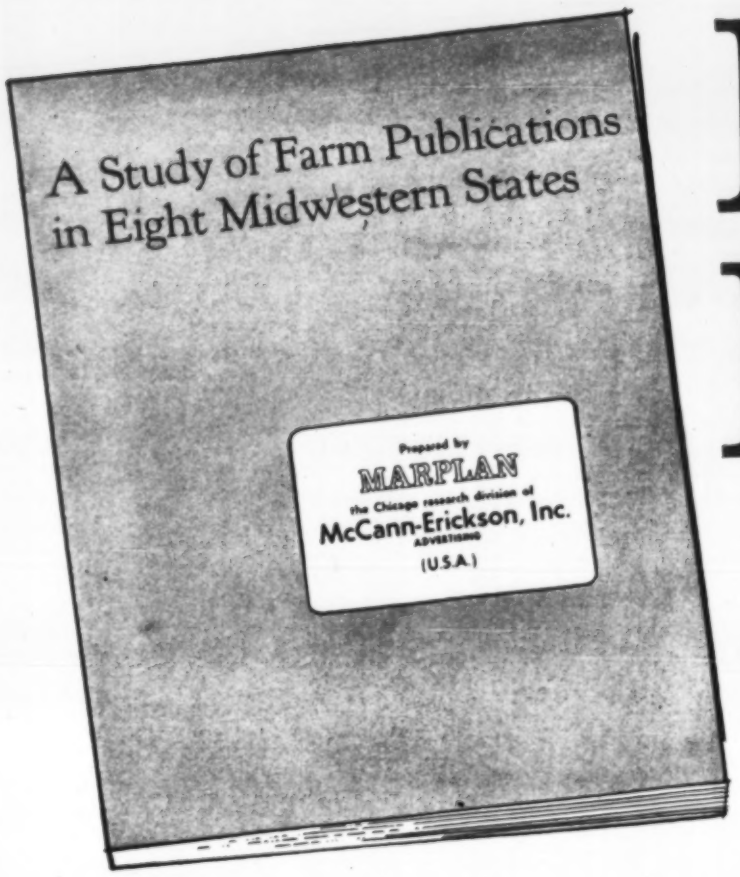
Times-Mirror Co., Triangle Form Graphic Arts Unit

Times-Mirror Co., Los Angeles, and Triangle Publications, Philadelphia, have reached a preliminary agreement to form a California corporation known as Times Mirror-Triangle Co. to engage in the graphic arts and related fields. Among the directors of the new company are Norman Chandler, president of Times-Mirror Co., and Walter H. Annenberg, president of Triangle Publications. The new company has acquired California Rotogravure Co., which prints *TV Guide* for California distribution, and several supplements distributed by California dailies.

Besides the *Philadelphia Inquirer*, Triangle also publishes the *Philadelphia Daily News* and *TV Guide*. In addition to the *Times*, Times-Mirror also publishes the *Los Angeles Mirror-News* and Signet and Mentor paperback books.

Martin Wickett Opens Offices

Martin Deane Wickett, formerly radio-tv time buyer of Chapin-Damm Advertising, Sacramento, has opened his own agency, Martin Deane Wickett Advertising, with offices at 1919 21st St., Sacramento.

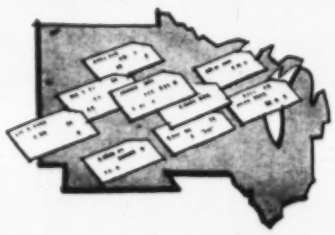


NOW READY

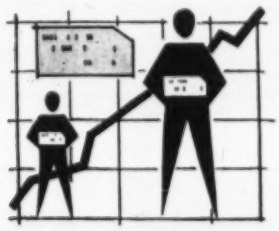
...A New Study by the Chicago research division of McCann-Erickson Inc... the most significant evaluation of farm media ever undertaken

BASIC

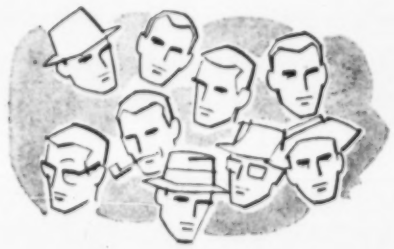
for Midwest Farm Market Advertisers



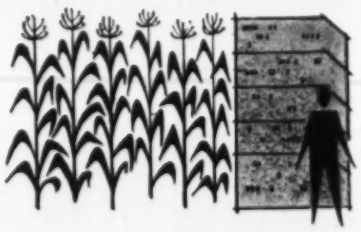
Which farm publication offers you greatest coverage . . .



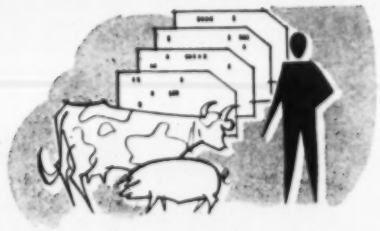
. . . which gives you highest reader preference . . .



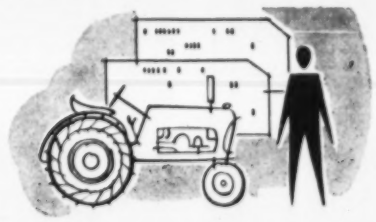
. . . which—the most readers in income Classes I-IV?



Which reaches more of the biggest crop producers.



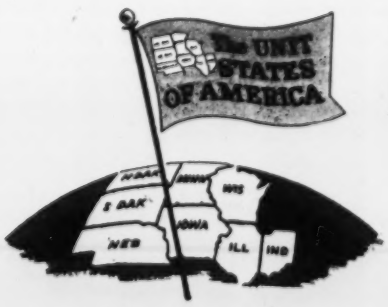
. . . which delivers more of the biggest livestock raisers . . .



. . . and which reaches farmers owning most equipment?

Which farm medium is the best value by

ANY and ALL YARDSTICKS YOU WISH TO APPLY?



MIDWEST UNIT *Farm Papers*

WHAT'S THE BIG STIR ON NEWSSTANDS?

The new American Home is really shaking 'em up. Month after month, newsstand sales go zooming... 40%, 20%, 32% over last year. In fact, percentage gains are topping almost all other magazines. Why? Simply because the new American Home devotes a greater share of its pages to building, remodeling, decorating, appliances and food than any other mass magazine... and does it

This spread, from the August issue, is an example of the graphic excitement and youthful vitality that 12,000,000 men and women find on page after page, issue after issue, of the new American Home.

in the most imaginative way ever. American Home is stirring up the marketing community, too. Among its new and renewed grocery product advertisers, for instance, are such giants as: Campbell's, Pillsbury, Florida Citrus, Kraft, General Mills, Nestlé, Del Monte, Lever, Ocean Spray Cranberries, Johnson's Beautiflor, Procter & Gamble and Swift. Don't you want to mix with this kind of company?

A CURTIS
MAGAZINE READ BY
12 000 000 MEN
AND WOMEN WITH A
CONSUMING INTEREST
IN THE HOME

PHILADELPHIA
WIBG

The finest families in Philadelphia listen to WIBG. First in quantity, quality and on-the-air audiences, according to the latest Pulse and Hooper.

CALL KATZ

the **STORER** *station backed by 33 years of responsible broadcasting*

WIBG
RADIO 99

Cormack Inc. Will Become Maercklein Division Sept. 1

Effective Sept. 1, Cormack Inc., Milwaukee, will become a division of Maercklein Advertising, Milwaukee. J. A. Cormack, president of Cormack Inc., will become exec vp of Maercklein Advertising. Personnel and equipment of Cormack will move from its offices to Maercklein's offices at 525 E. Michigan Ave.

Bisbee Broadcast Buys KTKT

Leland Bisbee Broadcast Co. has purchased KTKT, Tucson radio station, from Copper State Broadcasting for $400,000 subject to approval by the Federal Communications Commission. Leland Bisbee Broadcast Co. also owns KRUX, Phoenix radio station.

Jules B. Singer Opens

Jules B. Singer, formerly vp and director at Grey Advertising Agency, has opened his own advertising-marketing consulting office at 122 E. 42nd St., New York.

U.S. Compacts Are Winning Foreign Markets, Hahn Says

DETROIT, Aug. 30—American-made compact cars are finding a market abroad, and year-end figures on exports will show an upturn for the first time since 1955.

Authority for this is Carl H. Hahn, general manager in America for Volkswagen, who visited Detroit recently to talk about the national distribution plans for his car.

"If Detroit continues to develop new cars with universal appeal, soon exports and overseas production will be nearly as important to the American industry as they are to European car companies today," he said.

■ Before 1940 Detroit exported more cars than it did last year, when the figure dropped to 104,000 units. Mr. Hahn said American cars had become too big and expensive.

Volkswagen, which more than held its own in American sales in the face of 1960's domestic compacts' appearance, has a goal of 25% increase in sales in the U.S. next year. Sales for the first six months of this year were 76,961 units, which was a 41% rise over the same period last year. Mr. Hahn expects VW will sell around 150,000 passenger cars in 1960 plus 36,000 trucks.

Volkswagen will continue to follow its policy of no major styling change in 1961 models, although there have been 27 engineering improvements. One of the most important is an increase from 36 h.p. to 40 h.p. It also will have a new transmission, with all four gears synchronized.

■ The Volkswagen executive believes the foreign-made cars brought about the compact car craze in this country, notwithstanding the contention of George Romney, who says American Motors' Rambler pointed the way for other American makers.

Mr. Romney's recent opinion that the day of the foreign car is waning in America is not true in respect to Volkswagen, Mr. Hahn said. The public voiced the same thought about American Motors' future when the first compacts by other makes came out last year, he added.

"American Motors has seemed to prosper in the face of this competition and we expect the same thing to happen to Volkswagen," he said.

In the truck market, Mr. Hahn said Volkswagen can be credited with opening up a world market for smaller and more economically operated trucks that is bigger than any single producer can hope to satisfy.

"As a result U.S. companies are introducing Detroit versions of this truck concept, which will bring down delivery costs on many consumer items marketed by varied retail outlets," he said. #

Sy Rosen Adds Four Accounts

Sy Rosen Advertising, New York, has been named to handle advertising for four new accounts. They are Fred Astaire Dance Studios, American Showcast & Store Equipment Leasing Corp., Charlo Buyers Inc. and Sivacoff & Miner, store equipment maker. The Astaire account, formerly at W. B. Doner & Co., reportedly bills around $200,000.

Gregory to Swain Advertising

Frank E. Gregory has joined L. J. Swain Advertising, Whittier, Cal., as an account executive. Mr. Gregory was formerly assistant vp and director of American Savings & Loan, Los Angeles.

As you diversify—do you face this special problem

—how best to sell to industry or professions?

NEW PRODUCT DEVELOPMENT
is putting many companies into markets for which their past experience has not prepared them—*a drug company is now in electronics—a dairy company gets into plastics!*

SOME OF THE PROBLEMS THAT INDUSTRIAL MARKETERS FACE

- 70% of sales calls in the industrial field are "ineffective and worthless," according to one survey.
- 64% of industrial sales calls are directed at the wrong man, according to another study.
- Field costs average about $20 per call.
- As many as 12 people in the same company may have an important influence in the purchase of an industrial product—each person for a different reason.
- Salesmen for industrial products can afford to devote—on average—only 45 minutes a year to an account.
- In industry, less than 50% of executives retain the same job title more than 1 year.

Here, obviously, is a specialized field where salesmen must be made more efficient by advertising.

There is a difference—in almost every case—between selling to a mass consumer market and selling to the special markets of industry and the professions.

This is a lesson that is being learned in hard and bruising fashion by many companies who have recently broadened the base of their operations.

To deal with such special marketing problems, J. Walter Thompson Company has a Special Markets group.

When there is an industrial and professional side to any of our clients' operations, our Special Markets creative people become part of the account team in the same way writers, researchers and merchandising specialists are assigned to the group.

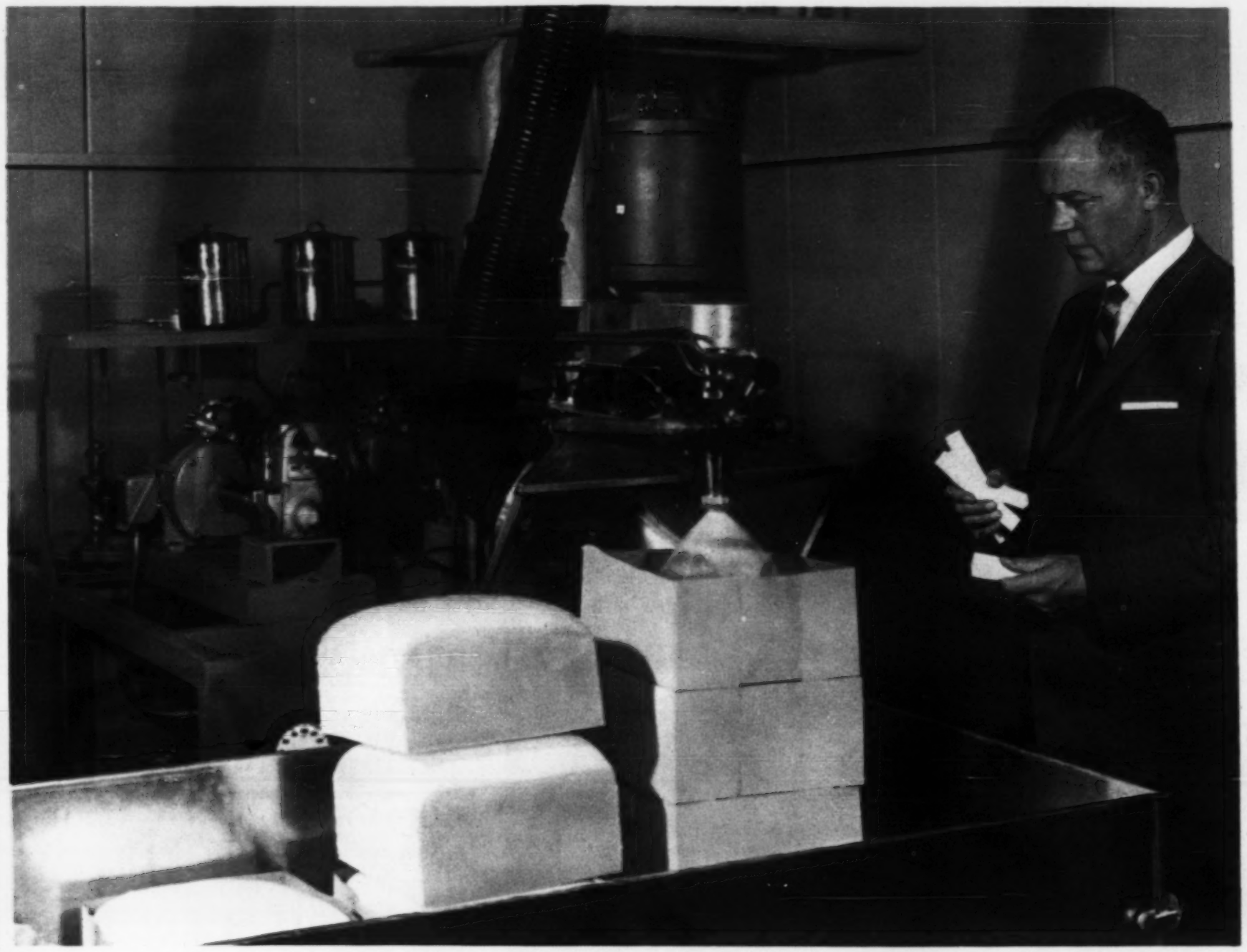
This is a continuing assignment. The people involved are widely experienced in creative advertising. They have a complete background and training in the problems of special markets, in selling to engineers and other professional people in effective language, in selecting the most efficient channels of communication.

The Special Markets group is evidence of the unique importance J. Walter Thompson Company places on this aspect of our clients' business.

For the past 20 years, in addition to our mass consumer advertising, Thompson has been a leader in the placement of business-paper advertising.

If your company faces the problem, we shall be happy to discuss solutions we have developed for integrating special marketing into total marketing operations.

J. WALTER THOMPSON COMPANY
NEW YORK CHICAGO DETROIT SAN FRANCISCO
LOS ANGELES HOLLYWOOD WASHINGTON, D.C. MIAMI



John D. McPherson, President of Jefferson Chemical Company, checks samples of a new urethane foam in his R&D Laboratory at Austin, Texas.

"We look to constant new product development... and good advertising... to build new business"

"Some businessmen seem to think of advertising as incidental to selling. This isn't the way we see it at Jefferson Chemical.

"Our Research and Development Laboratories are always busy with new product ideas. But new products don't mean new business until somebody knows about them. That's why advertising in business magazines like McGraw-Hill's is so essential.

"Business publication advertising is the fastest way we know to reach complete industries with a new product. Salesmen can't reach a new market as fast as a good ad can. Nor as economically. You'll find the story of new Jefferson Chemicals regularly featured in our advertising."

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

General Mills to End Stress on 'Meat' in Superchamp TV Ads

WASHINGTON, Aug. 31—General Mills is the most recent of the big advertisers to be scooped up in the Federal Trade Commission's clean-up of tv commercials.

The company was called on the carpet for picturing fresh liver, whole fish and fresh cuts of steak in Superchamp dog food commercials. FTC said the ads might lead the purchasing public to assume that Superchamp contains meat, fish and liver, whereas it actually contains meat meal, fish meal and liver meal.

General Mills was let off with a stipulation settlement. It promised not to use the words "meaty," "meat," "fish" or "liver" or any other terms of similar import or meaning to designate or describe meat meal, fish meal or liver meal, and it said it would not represent that Superchamp contains meat, fish, liver or other ingredients when such is not a fact.

■ The commercials made much of the word "meaty." While the video showed the meat, fish and liver, the audio was declaring, "Superchamp has more proteins from meat, fish and liver, pound for pound, than any leading canned dog food.

"And dogs really like Superchamp's chewy, meaty goodness.

"Superchamp's meaty, really meaty.

"Nearly three-fourths of a pound of meat and fish products concentrated into every pound of Superchamp." #

Concert Network Names Brown

H. Stilwell Brown, formerly a consultant to Concert Network, New York, has been named to the new post of general manager. Before joining the fm network, he was vp and network manager of Northeast Radio Network.

CALLING CARD—*Joseph V. Keneally (left), assistant ad manager of Union Carbide Co., New York, helps Harold Wilt, of J. Walter Thompson, display a king-size notice asking space salesmen to use the official Assn. of Industrial Advertisers media data form when calling on space buyers. Mr. Wilt is chairman of the AIA committee on promoting use of the card.*

K&E Names Clark, Harris

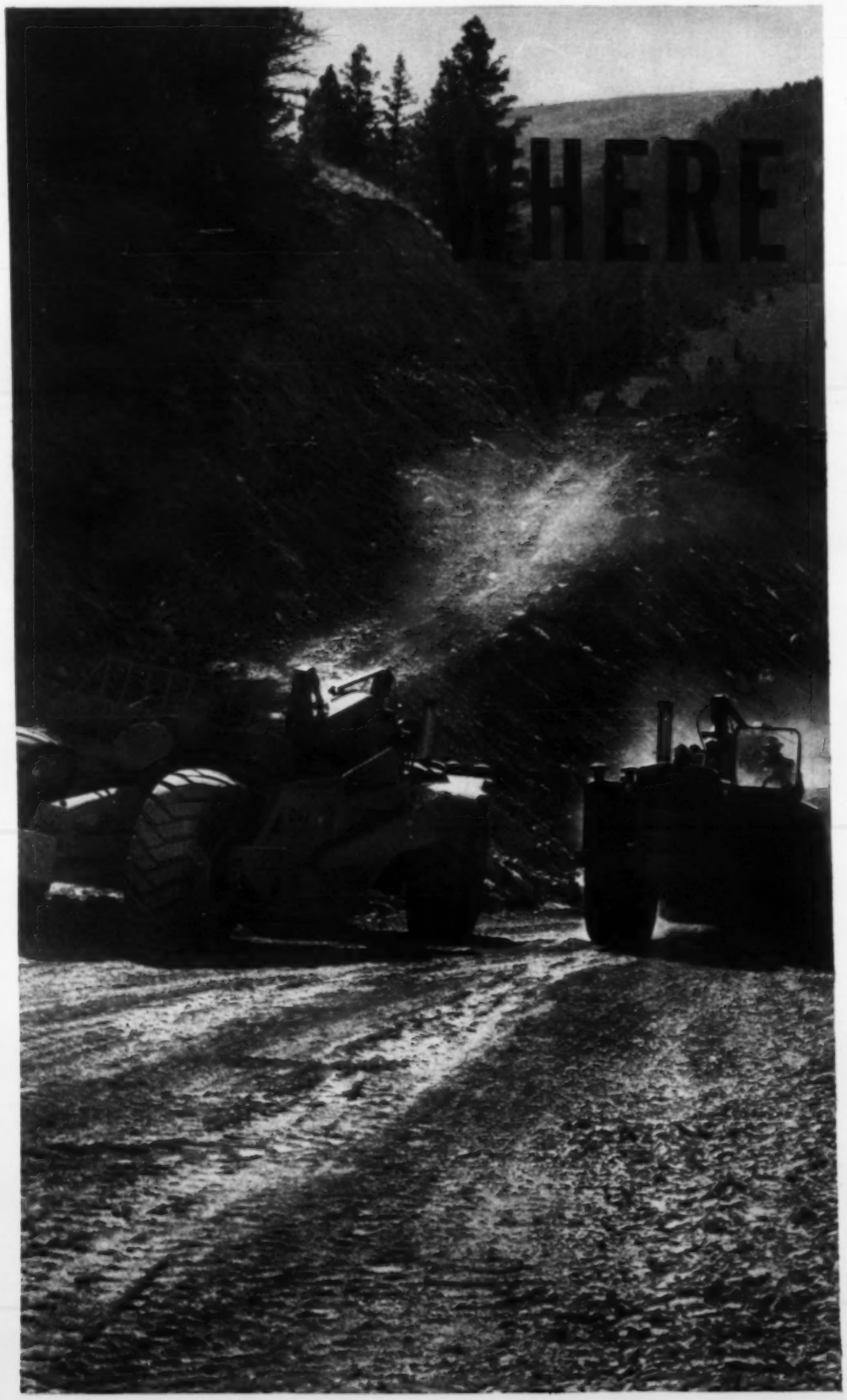
Dennis Clark, formerly with Wade Advertising, has joined Kenyon & Eckhardt, Los Angeles, as an account executive on Max Factor. K&E also has named Mrs. Elizabeth Harris, formerly a supervisor in the audience measurement division at NBC-TV, a senior media research analyst in New York.

Acronyms Dictionary' Out

"Acronyms Dictionary," a guide to alphabetic designations for associations and organizations, has been published by Gale Research Co., Book Tower, Detroit. The book contains more than 12,000 listings of alphabetic designations, contractions and initialisms. Price is $10.

Clarke Moves to Foster

Albert D. Clarke, formerly with Kenyon & Eckhardt, has been named media director of the Montreal office of Foster Advertising.



UNITED PRESS INTERNATIONAL'S
Commercial
Photography Division
jumped the Continental
Divide to lick a tough
assignment for
Fuller & Smith & Ross

UPI

WOR-TV Offers Color Telecasts

NEW YORK, Aug. 30—WOR-TV currently is installing color transmission equipment for a scheduled color debut in early October. The station will introduce color on its "Million Dollar Movie," becoming the first New York independent station to offer regularly scheduled color tv programming.

■ Color broadcasts totaling 144 hours already have been scheduled for the first 13-week cycle of "Million Dollar Movie" this fall, and more hours may be added. Each movie is shown 16 times weekly.

Radio Corp. of America and several other sponsors have shown an interest in sponsoring the colorcasts, WOR-TV said. The RKO General station does not plan any increase in rates for color.

WOR-TV expects to add specials to its color schedule, including medical films. The station currently is negotiating for some color opera films. #

Sheaffer Plans 5-Point Fall Print Campaign

W. A. Sheaffer Pen Co., Fort Madison, Ia., will launch a five-phase print ad program for the fall and holiday season: (1) 24 insertions in *Esquire, Field & Stream, Playboy, Sports Illustrated* and *True;* (2) 20 insertions in *National Geographic, The New Yorker* and *Sunset Magazine;* (3) a testimonial campaign in *Time,* using handwriting of 12 prominent persons; (4) a Christmas drive in December issues of *Ebony, Esquire, Ladies' Home Journal, The New Yorker, Sports Illustrated* and *Sunset Magazine,* plus *Family Weekly, Parade, This Week Magazine* and seven independent supplements; (5) a youth campaign in *American Girl, Boys' Life, Junior Scholastic, Scholastic Roto, Senior Scholastic* and *Young Catholic Messenger.* Batten, Barton, Durstine & Osborn, Chicago, is the agency.

'Glamour' Names Four

Harris Lydon, salesman for the "Glamour Aisle" section of *Glamour,* New York, has been named manager of the section. Dennis MacMullen, formerly with the Texas Press League, and Lee Patton, previously with Edward H. Weiss & Co., have joined *Glamour's* advertising display staff. Donn B. Kelley, formerly president and owner of Fairclough Marine Inc., Greenwich, Conn., has joined *Glamour's* New York sales staff.

Killoren to Science Research

Lawrence E. Killoren has been named director of advertising for Science Research Associates, Chicago. He formerly was managing director of Pet Milk Co. of Canada Ltd.

Gross-Thumin Research Bows

Edwin J. Gross and Dr. Frederick J. Thumin, formerly research director and research supervisor, respectively, of Gardner Advertising Co., St. Louis, have resigned to form their own research company, Gross-Thumin Research Associates, with headquarters at 225 S. Meramec, Clayton, Mo.

Heinz Names Collins

Albert Collins has been named sales promotion manager in the marketing division of H. J. Heinz Co., Pittsburgh, succeeding L. A. Collier, who was named manager of the Pittsburgh chain store sales region. Mr. Collins formerly was chain store merchandiser in the Pittsburgh sales branch.

The CLIPPER Creative ART SERVICE
Give it a Chance!
Here is the one art and layout service that provides ALL OF THE TOOLS for effective layouts from idea to completed paste up.
$1.00 to cover mailing cost brings you Free
— The Complete Current Issue
This issue is yours to use and keep, with no strings attached — our way of saying "try it and benefit". No obligation. No salesman.
Due to its expense, this opportunity must be limited to those who have not received a free issue in the last six months.
Attach one dollar to letterhead and mail today to
MULTI-AD SERVICES, INC. • 124 WALNUT STREET • PEORIA, ILLINOIS

Dan Mara, Account Executive Fuller & Smith & Ross, Reports:

"Our client, C.I.T. Corporation, whose business is machinery and equipment financing, wanted to advertise its part in assisting the Dillsworth Construction Company to replace the outmoded dirt road which straggled over the Continental Divide. Dillsworth Construction financed the $150,000 worth of new heavy equipment required for the job through C.I.T.

"Advertising this fact called for getting strikingly dramatic photos on the job site . . . where Dillsworth Construction was carving 7.36 miles of the new Helena-Flescher Pass Road in an isolated area over the main range of the Rockies.

"Fuller & Smith & Ross knew where to turn . . . to UPI's Commercial Photography Division. We knew that WHERE the assignment was would be no deterrent to UPI's ability to do the job right . . . and right on time. UPI had already handled more than a dozen similar assignments for us and C.I.T. in equally remote locations. All but one assignment had been completed in one day or less. And UPI did the 'impossible' again, promptly providing exciting on-the-spot photos and supporting testimonials that helped us do an outstanding series of advertisements for C.I.T. Corporation."

With reporter-photographer teams strategically located across the country — and in principal cities throughout the world — UPI is able to do the field reporting job faster and at less cost than the advertiser could do it himself. Try UPI once and you'll rely on UPI always!

FIELD PHOTO AND USER REPORTS • PRODUCT APPLICATION PHOTOGRAPHS • PUBLICITY AND EDITORIAL PHOTOGRAPHS • PRODUCT PHOTOGRAPHS • COLOR PHOTOGRAPHS • STOCK PHOTOGRAPHS • TELEPHOTO TRANSMISSIONS • SPECIAL PHOTO ASSIGNMENTS

UPI photographers and reporters feel equally at home whether they are roaming the vastness of a remote Montana mountainside (above) or are confined within the four walls of a trailer office (below), where W. M. Dillsworth, president of Dillsworth Construction Company discusses job progress with Gene Lewis, C.I.T. representative.

UNITED PRESS INTERNATIONAL

Commercial Photography Division

BRANCH OFFICES IN:
Boston, Chicago, Cincinnati, Detroit, Los Angeles, Philadelphia, Pittsburgh, San Francisco

IN EUROPE: London, England

UNITED PRESS INTERNATIONAL
Commercial Photography Division
WORLD HEADQUARTERS
220 East 42nd St., New York 17, N.Y.
MUrray Hill 2-0400

Send complete information on the following:

- ☐ Field photo & user reports
- ☐ Product application photos
- ☐ Publicity & editorial photos
- ☐ Telephoto transmissions
- ☐ Have representative call
- ☐ Product photos
- ☐ Color photos
- ☐ Stock photos
- ☐ Special photo assignments

Name_____
Firm_____ Title_____
Advertiser Advertising Agency
Address_____
City_____
Zone_____ State_____

THE CHRONICLE MEANS THE WEST

In the past year The Chronicle gained
MORE THAN TWICE AS MUCH
daily circulation as The Examiner

Source: A. B. C. Publisher's Statements, 3 months ending March 31, 1959, 1960

ABP Libel Law Digest and Ad Copy Code Issued

Two additions to Associated Business Publications', New York, recommended standards for business paper practices are available to member publishers. One is a four-page digest of libel laws and the other is the ad copy code adopted by the American Assn. of Advertising Agencies and the Assn. of National Advertisers, and endorsed by the Advertising Federation of America.

Muter, Culiner Adds Two

Muter, Culiner, Frankfurter & Gould, Toronto, has added two accounts: Famous Players Canadian Corp., theater chain, and Billy Bee Honey Products, both Toronto.

'Asahi Shimbun' Names Powers

Joshua B. Powers Inc., New York, has been appointed U.S. advertising representative for *Asahi Shimbun*, Japanese daily.

ALOHA—*Pat Carmen extends a Hawaiian welcome to Dole's annual Hawaiian Harvest fall promotion. The promotion will receive ad support with color pages in consumer magazines. Foote, Cone & Belding is the agency.*

July Linage Dips; Year-to-Date Is Up, Inland Dailies Report

CHICAGO, Aug. 30—Newspaper advertising in midwest papers averaging 10,000 and 25,000 circulation declined in July, but was ahead of the 1959 pace for the first seven months of 1960, according to the Inland Daily Press Assn.

Total advertising linage for July was down 6.1% from July a year ago in the 10,000-circulation group, and down 5.5% in the 25,000-circulation class.

For the first seven months, however, total ad linage was up 1% for the 10,000 group and up 4.3% for the 25,000 group.

Losses were reported in all categories for both groups in July, ranging from a 24% drop in national ad linage (other than auto) for the 25,000 group, to a drop of only 3.3% in the classified category for the same group.

Inland's advertising index compares gains and losses among 33 newspapers with circulations of 8,000 to 12,000, and 20 newspapers with 18,000 to 27,000. #

Reeves Soundcraft Sets Drive for Tape Products

Reeves Soundcraft Corp., New York, will use *Cue*, the *New York Times Magazine* and *Playboy* in a consumer advertising program kicking off in September to boost sales of its new magnetic tape products. Hi-fi consumer magazines and trade publications are included in the media schedule, which will feature Soundcraft's FA-4 frequency adjusted tape, "the unique formulation for increased dynamic range recording."

Wexton Co., New York, is the agency, and Monroe B. Scharff & Co., New York, will handle public relations for the magnetic tape line.

Myers Joins Hall Agency

Sheldon F. Myers has joined the executive staff of Melvin F. Hall Advertising, Buffalo. Mr. Myers formerly was with Westinghouse Corp., Philadelphia, as advertising and sales promotion manager in the consumer products division for the middle Atlantic area.

It's an education in office copying to see all this Kodak copier can do!

Jobs you never thought an office copier could do are "apple pie" for the Verifax Bantam. It whisks out copies on both sides of a sheet . . . on printed office forms . . . even makes translucent whiteprint masters. Main job, of course, is to give you 5 dry, easy-to-read copies of office records in 1 minute for 2½¢ each. Copies which are as accurate and long-lasting as originals!

VERIFAX BANTAM COPIER
$99.50
Other models to $425

Phone local Verifax dealer for demonstration (see Yellow Pages under duplicating or photocopying machines), or write Eastman Kodak Company, Business Photo Methods Division, Rochester 4, N. Y., for booklet describing all copier models.

Prices quoted are manufacturer's suggested prices and subject to change without notice.

Kodak TRADE MARK

Verifax Copying DOES MORE . . . COSTS LESS . . . MISSES NOTHING

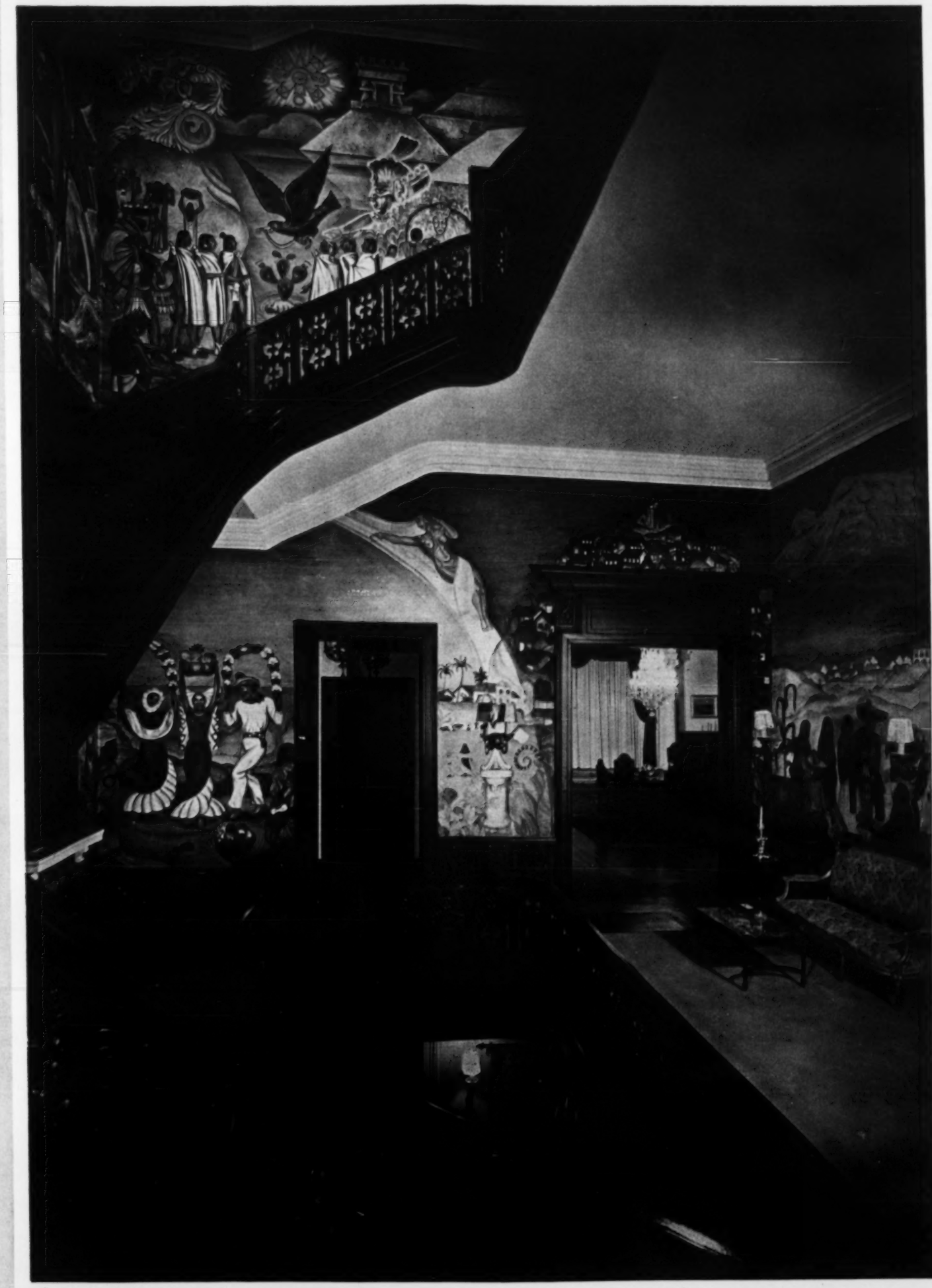
St. Anthony MESSENGER

A million prospects await your message. ADVERTISE NOW!

NOV. ISSUE CLOSES SEPT. 20

Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

NATIONAL CATHOLIC FAMILY MAGAZINE



The Embassy of Mexico

This view of the main staircase in the Mexican Embassy shows the colorful murals by Roberto Cueva del Rio. Photographed for WTOP-TV by Fred Maroon.

WTOP-TV 9
WASHINGTON, D.C.
REPRESENTED BY CBS TELEVISION SPOT SALES

Operated by The Washington Post Broadcast Division: WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida • WTOP Radio, Washington, D.C.

The SENIOR *Fresh*-man says...

IN EVERY GROWING AREA KEY MEN READ

GEORGE GURLEY, PACKER PUBLISHER

No small POTATOES... *Fresh* PROFITS

in the 7 BILLION DOLLAR FRESH FRUIT AND VEGETABLE INDUSTRY

MARKET that BUYS BIG...

packaging to pumps, conveyors to containers!

Let me send you rates and our latest area-coverage folder.

The PACKER Publishing Company

201 Delaware Kansas City, Mo.

Since 1893

The Weekly Newspublication of the Fresh Fruit and Vegetable Industry

ABC ABP

Forjoe Adds Stations; Boosts Herb Hahn

Forjoe & Co. has been named to represent KSXX, Salt Lake City; KSVN, Ogden, Utah; WTMT, Louisville, and KDIX and KDIX-TV, Dickinson, N. D. WTMT formerly was handled by Charles Bernard Co. KDIX and KDIX-TV formerly were handled by Hal Holman Co. The Utah stations had no previous representative.

Herb Hahn, formerly an account executive with Forjoe, has been promoted to the new post of assistant sales manager.

Williamson Joins New Agency

William J. Williamson Jr., former state advertising manager of the *Charlotte Observer* and *News*, has been named president of R&W Advertising Agency, Charlotte, new subsidiary of Eckerd's Drug Stores, which will handle all of Eckerd's advertising as well as other accounts.

Jefferson Standard Broadcasting Company

WBT

CHARLOTTE, NORTH CAROLINA

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES

the *Plus* of adults

Adults control 98% of U. S. income.* WBT has a higher percentage of adult listeners than any other Charlotte radio station.**

* U.S. Dept. of Commerce
** N.S.I., 1958

WBT *adds up!*

POWER + PERSONALITIES + PUBLIC SERVICE + CREATIVITY + ADULT ACCEPTANCE

Theater Man Calls Pay TV $90/Month Viewer Headache

HARTFORD, Aug. 30—A verbal blast at the projected Zenith-RKO General pay tv experiment on WHCT-TV has been fired by Bernard Menschell, president of Outdoor Theatres Corp., in writing a guest column in the *Hartford Times*.

Mr. Menschell, a member of the executive board of the Joint Connecticut Committee Against Toll-TV, asserted:

"If pay tv ever comes to your house, what will you be able to see for money that you can't now see for free? Nobody knows.

"Since 1955 the Federal Communications Commission has been trying to get the various promoters who have come before it to spell out exactly what programs they will show. To this day this question remains unanswered.

"As a matter of fact the lawyers for the local promoters of pay tv have pleaded with the FCC not to hold an 'open' hearing where any claims as to programs could be challenged while the promoters are under oath.

■ "The local promoters of pay tv claim, in general terms, they will offer first run movies, plays, sporting events, grand opera, ballet companies and symphony orchestras. You can now see most of these types of programs on your tv set for free.

"The new movies now available for free tv have never been seen by more than three-fourths of our country's population. To these people these movies are first-run. The plays of the 'Hallmark Hall of Fame' and similar programs are wonderful, and they are on free tv. Would it make a sporting event any better if we had to pay for it rather than watching it for free as we do now?

"Grand opera—ballet—symphony orchestras! Now here is something! For those of us who like to watch the long-hair programs, pay tv might be the answer—and perhaps the FCC would nail down the amount of time pay tv must offer this type of entertainment during prime viewing hours to make certain it is not offered at 3 o'clock in the morning!

■ "Most of us, however, ask nothing more than being entertained enough to forget our everyday problems, plus forgetting the ever increasing possibility of being clobbered by an atom bomb tomorrow.

"We like the 'Mavericks,' 'Wagon Trains,' 'Open Ends,' the 'Robert Young' and 'Danny Thomas' shows. Plus the ball games. And even though we might fall asleep while watching, we are in the majority by thousands to one. Our tastes call the shots as to what is now shown on free tv, and will call the shots as to what will be shown on pay tv. The only change being, we will have to pay, and pay dearly, for it.

"This is so, not because the talented people who make the shows love us, but because we are where the money is. In fact, we are the money in the bank for the mass entertainment business. It is impossible for the golden pay tv dreams of its promoters to be realized without the dollar-a-show of the mass audience.

■ "Just how much will we have to pay for the privilege of watching on our own tv set that

CARAFE—*Butter Nut Foods Co., Omaha, a division of Paxton & Gallagher Co., is expanding distribution of its instant coffee, packaged in a reusable glass container.*

which we now see for free?

"During the day the boss of the house—the Missus—steals a well-deserved 90 minutes of relaxation . . . $1.

"She now can watch as long as she wants for free. Your kids watch a couple of hours before dinner . . . $1. They now watch for hours and hours for free.

"Now, dad, it's your turn. You, too, can watch for 90 minutes for a buck. But will you be relaxed? No siree!

"You're not going to doze off while that darn box is eating up your dollar! After the dollar is gone, you are going to turn your dial to what is left of free tv—a test pattern—and dream of the good old days when the air waves were free.

"No matter how they slice it, you have spent at least $3 for one day's viewing. Let's say this happened to be a 30-day month.

■ "So, Good Old Dad, you have spent $90 for the privilege of watching your tv set a month for actually less hours than you now watch for free. That $90 is just about the same as your monthly mortgage or rent! Good Old Dad!

"If you don't feel at this time that you'd like to double your rent or mortgage payment, drop me a line, saying how you feel about pay tv; include your address and sign it. I'll get it to the proper people in Washington. They are all right down there. They will understand. They have to pay their bills, too! Write me at the Outdoor Theatres Corp., 153 Main St., Manchester, Conn."

PAY TV WON'T KILL FREE TV: WRIGHT

HARTFORD, Aug. 30—Joseph S. Wright, president of Zenith Radio Corp., Chicago, which is involved in the Hartford pay tv test, replied to Mr. Menschell's column in the same newspaper.

In his rebuttal, Mr. Wright denied that pay tv will destroy free tv, pointing out that the subscription plan will operate only a few hours during the day and that at all other hours regular sponsored television will be available, both on the channel carrying the pay programs and on other channels.

■ The Zenith executive accused the movie exhibitors of setting up "front" organizations which campaign "to compel every person who pays tribute to see a new movie to continue to pay tribute at their box offices, regardless of the fact that many people will find subscription tv a more convenient and economical—and in some cases the only—way to see new movies and other top-flight box office caliber entertainment."

He said the theater owners have admitted that the immediate objective of their present campaign in the Hartford area is to delay or kill the proposed test in order "to defeat this dangerous threat to your very existence as theater owners and managers . . ."

Going on to answer other charges by Mr. Menschell, Mr. Wright said: "Menschell also charges that nobody knows specifically what subscription programming will be when the test begins. Does he or any other theater owner know what motion picture features he will be showing on his screens a year or more from today?"

Taking up Mr. Menschell's statement that 75% of the public have not seen the old movies on tv today, he wondered "how many of these people would have seen them when they were new if they had been available in the home on subscription tv?"

"Over the past six years," Mr. Wright wrote, "the theater owners could safely make any wild allegation they wished because subscription tv was not in operation to demonstrate what it is like.

"The proposed Hartford test, under FCC rules, will give definite and specific answers to these allegations." #

PHOTOGRAPHIC POST CARDS

Any Quantity!

Quick Deliveries

Why lose sales when in less than a week's time, you can scoop the market by mail with new models. No special art work needed. Send us your photograph or negative & we'll prepare samples without cost or obligation.

The GROGAN PHOTO CO.

Dept. AA Danville, Illinois

*FIRST in Cleveland in FINANCIAL ADVERTISING**

6TH in America in total Advertising

Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Akron, Canton and Youngstown Counties are not included in above sales

HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

*Source, Media Records

The Extra Unit Family: an exciting new selling opportunity in Holiday!

There's a new consumer elite—the Extra Unit Buyers. They're the families that buy the extra refrigerator, the second car, the second house. And the place to sell these buyers is in the pages of Holiday, where you reach more than 900,000 families who willingly spend above the level of necessity for products and services that mean better living. To see what this means in sales opportunities, look at some figures from a new study of the Holiday audience: **REFRIGERATORS**: 17% of Holiday's families own two or more; 29% have a separate freezer. **AUTOMOBILES**: 49.5% own two or more; 13.5% own three or more. **HOMES**: 25% own or regularly rent a second home. **INSURANCE**: 68% hold

two or more life policies. **TELEPHONES**: 48% have two or more; 36% have color phones. **PHONOGRAPHS**: 36% of the owners have two or more; 18% have stereo. **TELEVISION**: 28% own two or more sets. **CAMERAS**: 64% of the owners have two or more; 28% own a movie camera. **TRAVEL**: 74% take two or more pleasure trips a year; 44% take two or more business trips. Whatever you sell, you'll sell more—and more profitably—to Holiday families. And Holiday is the perfect setting in which to sell them—for it's the one medium that is synonymous with their affluent way of life. For all the details of the Extra Unit Study of the Holiday audience, phone or write your nearest Holiday office.

MEN'S WEAR MAGAZINE

is pleased to announce

a twenty-three page advertising section*

directed to men's wear retailers by

E. I. DU PONT DE NEMOURS & CO. INC.

August 19th issue

*PREPARED BY BATTEN, BARTON, DURSTINE & OSBORN

WAVE-TV Gives You
28.8% MORE HEAVY EATERS!

(therefore 28.8% more food-selling opportunities!)

When more people see your commercials, you automatically make *more sales*. So it's important to you that, from sign-on to sign-off in any average week, at least 28.8% more families watch WAVE-TV than any other television station in Kentucky.

And you pay less per thousand for viewers on WAVE-TV than on any other station in this area. A lot less! NBC Spot Sales can PROVE it to you!

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

Information for Advertisers

"Selective Pressure on Target," a booklet explaining what tv is and how it can be used, has been published by the tv division of **Edward Petry & Co.**, 400 N. Michigan Ave., Chicago 11.

• "Confidential Report on the Negro Market," a report highlighting specific characteristics of the Negro market, plus reporting current marketing news, appointments and market development programs, is published monthly by **D. Parke Gibson**, Public Relations, New York. For a sample copy, write D. Parke Gibson, Public Relations, 2621 Seventh Ave., New York 39.

• The "1960 Reader Survey of Canadian Cattlemen" has been published by **Canadian Cattlemen.** Subjects covered in the survey include size of ranch or farm, type of equipment owned, haying and feeding operation, size of livestock operation, grain farming, irrigation and income. Copies of the survey may be obtained from R. W. McGuire, advertising manager, *Canadian Cattlemen*, 1760 Ellice Ave., Winnipeg 12, Man.

• The **Commonwealth of Pennsylvania** is offering free copies of a special 36-page supplement which it prepared and distributed as part of the Sunday *New York Times*, Nov. 29, 1959. Copies of the supplement, which describes Pennsylvania's industrial climate, may be obtained from William S. Gordon, director of advertising and publications, Commonwealth of Pennsylvania, Department of Commerce, Harrisburg.

• "107 Ways Supermarkets Can Build Their Own Store Image to Attract Customers" has been published by **Batten, Barton, Durstine & Osborn**, New York. The report was compiled from ideas suggested at an idea session, sponsored by BBDO, at which the agency joined with industry leaders, editors and homemakers in discussing the question of supermarket personality. Priced at $1 each, copies may be obtained from Al Sparks, Marketing Department, Batten, Barton, Durstine & Osborn, 383 Madison Ave., New York 17.

• "How to Prepare Artwork for Letterpress—For Lithography," a 24-page booklet designed to help the designer, editor and printer translate artwork from its initial stage to the final printed result, has been published by **Kimberly-Clark Corp.**, Neenah, Wis. Subjects covered in the booklet include principles of letterpress, b&w techniques, two and three-color art, screens, retouching, offset lithography, including pasteup, line illustrations, and halftones. It is available from Walter Yurk, Kimberly-Clark Corp., Neenah, Wis.

• "Radio Facts Pocketpiece," a 33-page guide listing the number of radio sets in U.S., radio audience dimensions, and giving facts on radio compared to other media, radio as the out-of-home medium, plus a tabulation of leading spot and network radio advertisers in 1959 by rank, has been published by **Radio Advertising Bureau.** Additional information may be obtained from Hal Meden, Radio Advertising Bureau, 460 Park Ave., New York 22. #

Komito Joins WCKR

Milton Komito, previously general manager of WTAP and WTAP-TV, Parkersburg, W. Va., has been named to the new post of general sales manager of WCKR, Miami, Fla.

WVIP Promotes Macfarlane

Donald Macfarlane, previously a salesman with WVIP, Mt. Kisco, N.Y., has been promoted to the new post of sales manager of the *Herald Tribune* radio station.

NEW! PERSONALIZE YOUR MAIL

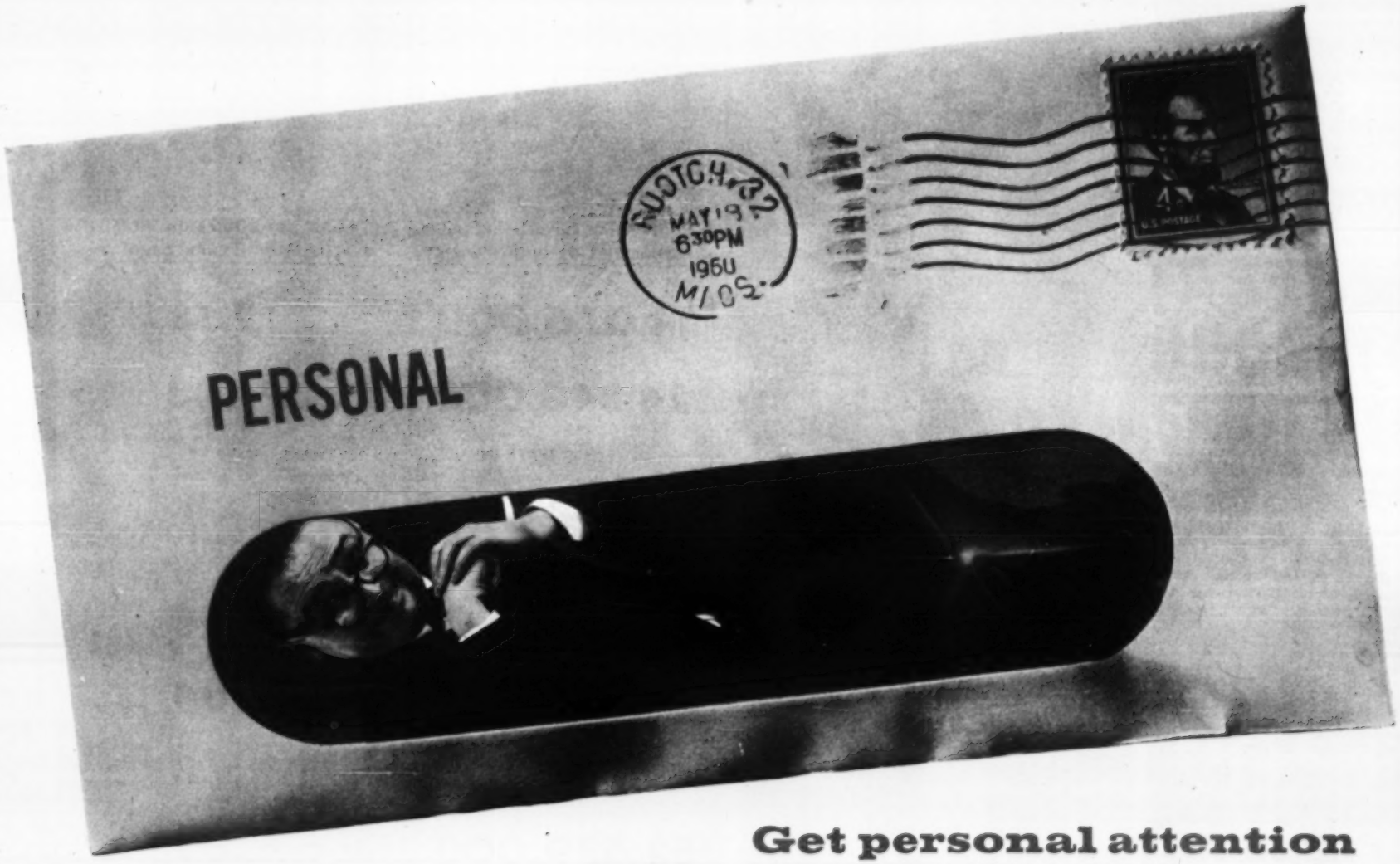
100 PHOTOS OF YOU

Show your face or your product. Send any size photo or illustration of any subject. We return it unharmed with 100 sharp, clear, glossy, stamp size photos, all identical, perforated, ready to apply to business or personal mail, use to introduce your salesmen, or as a premium to customers. You must be pleased or money back. Rush $1.98.

Stadri, 2A-6 Ave., Whitestone, N. Y.

NAME .....

ADDRESS .....



Get personal attention
in the Recorder...from the key men
in your market. They read it because
they need it. Sole comprehensive
source of operative information, of new
ideas, products and techniques –
the Recorder's authority demands attention –
its editorial energy generates response.

the one that tells 'em
...is the one that sells 'em

BOOT and SHOE
Recorder
A CHILTON PUBLICATION

Newspaper Linage Shows 3.8% Gain in First Seven Months

NEW YORK, Aug. 30—Newspaper advertising linage in July totaled 217,417,981 lines, off 1.3% from linage reported for July, 1959, according to a Media Records check of newspapers in 52 cities.

Linage for the first seven months of 1960 totaled 1.6 billion lines, a 3.8% gain over the same period the preceding year.

Losses in July were reported for the general, automotive, financial and total display classifications. General linage, at 23,239,850 lines, dropped 10%; automotive fell 15.8% to 12,124,321 lines; financial was off 3.6% to 4,852,383 lines; and total display dropped 1.9% to 153,913,598 lines.

■ Retail linage in July was up 1.8% to 113,697,044 lines, and classified linage, at 63,504,383, gained 0.2% over July, 1959.

For the first seven months of '60, linage in the general classification fell 4.4%, while gains were reported in retail (up 4.3%), automotive (up 10.8%), total display (up 3.2%) and classified (up 5.6%) classifications. Financial linage for the period, at 33,227,675 lines, showed a slight increase of less than 0.1%. #

Visual Research Expands with International Affiliations

Visual Research International has been formed as an affiliation of companies to conduct package design and marketing research. Members are Visual Research Inc., Chicago; Visual Research of Great Britain, London; Institut des Recherches Visuelles et Comportement, Paris, and Studio Sigla, Milan. A headquarters office located in Zurich is headed by Werner W. Wyss, secretary.

Edmund W. J. Faison, president of the Chicago company, has also been named president of the international organization.

Dumas Milner Boosts Budget

Dumas Milner Corp., Jackson, Miss., has set an advertising budget of $2,500,000 for the 1960-61 season, an increase of 25% over the previous year. The company is promoting its Perma Starch in nine one-minute participations on NBC's "From These Roots," in a schedule running to mid-September. The starch also is being featured in 35 tv spots on Detroit stations WWJ-TV and WJBK-TV, and on CKLW-TV, Windsor, Ont., with additional markets expected to be added. A print schedule will be set later. Gordon Best Co., Chicago, is the agency.

Two Accounts to Gottlieb

Equitable Paper Bag Co., Long Island City, has switched the $90,000 billings for its flexible packaging, merchandising bag and produce bag divisions from C. J. Herrick Associates, New York, to E. D. Gottlieb Co., New York. Gottlieb has also been named to handle the $80,000 account of Charbert Inc., New York, distributor of perfumes and toiletries. Charbert formerly handled its own advertising.

20C CARTOONS
$12.50

Magazine cartoonist Glen Bernhardt brings you the best of his cartoons — printed on Kromekote — for less than 7c ea. Use them in offset printing, newspaper ads, stencil duplicators, etc.!

Order Now! Get 10 Cartoons FREE! If not satisfied, return service without obligation and keep 10 bonus cartoons!

BERNHARDT
733 A St., Hayward, Calif.

KBAK-TV Sold to Reeves

KBAK-TV, Bakersfield, Cal., has been sold for an undisclosed sum to Reeves Broadcasting & Development Corp., New York. The sale, subject to FCC approval, was announced by Harold P. See, president of Bakersfield Broadcasting Co. and general manager of KRON-TV, San Francisco. Both stations are properties of the *San Francisco Chronicle*. J. Drayton Hastie, vp of Reeves, said there are no plans to make any personnel changes.

DCS&S Appoints Five

Doherty, Clifford, Steers & Shenfield, New York, has promoted J. Gray Beverley Jr. to assistant account executive and Frank O'Blak to assistant art director, professional division. Arthur F. Cook Jr., formerly with Eversharp-Schick, has joined Doherty, Clifford as an assistant account executive. The agency also has promoted Charles D. Hyman and Jane Haeberley, both with the tv department, to assistant producers.

Crabtree Buys Adcraftsmen

Adcraftsmen Inc., Denver agency, has been bought by Charles S. Crabtree, general manager of KICN, Denver. Offices are being moved to the Tower Merchandise Mart, 16th and Arapahoe Sts., Denver. Steve Zavala, former owner, has been named a vp and will continue with Adcraftsmen as director of advertising.

Denim Group Offers Kit

The Denim Council, New York, representing U.S. manufacturers of denim textiles, has several display kits available for retailers. They are to be used in conjunction with the national retail Denim Days promotion, running through September.

Weeks after issue	Total no. of advertising page exposures by end of week	Cost per 1000 exposures (b&w or 2-color page)
1	14,076,000	$2.58
2	24,543,000	$1.48
3	34,719,000	$1.04
4	43,108,000	$ .84
5	49,342,000	$ .73
6	53,679,000	$ .69
7	56,577,000	$ .64
8	58,464,000	$ .62
9	59,672,000	$ .61
10	60,440,000	$ .60
10.7	60,947,000	$ .59

IMMEDIATE IMPACT! Within two weeks, people will turn to your Digest advertisement 24,543,000 times. That's more "exposures" than your advertising page could get during the first two weeks in any other leading general magazine . . . and at a much lower cost per thousand exposures!

LONG READING LIFE! Each week, for 2½ months, hundreds of thousands of people read an issue of the Digest. At the end of this period, the cost of a black and white Digest page is reduced to only 59¢ per thousand exposures.

'Newsweek' Names Two

Barry McKenna has been named to the new post of eastern advertising manager for the international editions of *Newsweek*. Mr. McKenna joined the international sales force in New York five years ago. *Newsweek* also announced that Gordon Coleman, midwestern manager of the international editions, will shift his headquarters from Cleveland to Chicago Sept. 19.

Burdick & Becker Names Two

Berge Kayian, formerly with Schering Corp. as a market planning associate, has joined the marketing department of Burdick & Becker, New York. Jack Sullivan, previously with Sudler & Hennessey, has joined Burdick & Becker as an account executive.

Felix Produces New Series

Felix the Cat Creations, New York, is completing pilot films for fall production of three new animated cartoon series: "The Kewpies," "Don Poco" and "Albert & Cholmondeley (Chumley)."

Bali Appoints Morelli

Adaline Bianca Morelli, formerly advertising director of the Blue Swan division of McKay Products Corp., has been appointed director of advertising, publicity and promotion of Bali Brassiere Co., New York.

'Top Five' Name EMR

The "Top Five," a group of leading financial and business newspapers in Europe, has appointed European Media Representatives, New York, its exclusive U.S. advertising representative. The papers are Italy's *24 Ore*, France's *La Vie Francaise*, Belgium's *La Metropole*, Holland's *Elseviers* and Germany's *Handelsblatt*. A combination rate of $3.40 per line has been set.

Ogilvy, Benson Names Six

Ogilvy, Benson & Mather, New York, has added three account executives. They are Tom Child and William Whitney, both formerly with McCann-Erickson, and Stephen Rose, formerly with Revlon Inc. Ogilvy, Benson also has named three copy supervisors. They are Tom Batman, formerly with C. J. LaRoche & Co.; Pierre Garai, formerly with Ted Bates & Co., and William Casey, formerly with Young & Rubicam.

Appoints Kohler Agency

Alben Affiliates, Port Chester, N. Y., dealer in acceptances and corporate obligations, has appointed Albert A. Kohler Co., Old Greenwich, Conn., as its advertising agency.

McDermott Moves Offices

Pat McDermott Co., New York, public relations company, has moved to larger quarters, at 511 Fifth Ave.

As the weeks go by, your Digest advertisement reaches more and costs less

You pay less per exposure than in any other leading general magazine—less than *half* the cost of the average nighttime network television program.

Your advertisement in Reader's Digest gets off to a fast start—and then *lives on* for two and a half months.

During this period, readers return again and again to the magazine and to your own page—so that your Digest advertisement is looked at *over 60 million times*. This is *twice* the exposures your page would get in any of the other leading general magazines, according to new Politz research.

While your Digest advertisement works for over ten weeks, the longest life span in any other general magazine is six weeks.

And a television commercial, of course, lives only the single day on which it is televised.

Because your Reader's Digest advertising lives far longer, it results in a major saving, as the following figures clearly show:

Total cost per thousand exposures
(Black and white page)

READER'S DIGEST	59¢
Saturday Evening Post	91¢
Life	98¢
Look	84¢
Average nighttime network TV program	$1.63

Use these comparisons as a guide to getting *maximum* effectiveness from your '61 advertising program.

People have faith in Reader's Digest

Largest magazine circulation in the U.S. Over 12,000,000 copies bought monthly.

FASTEST SELLING SERIES IN SYNDICATION TODAY!

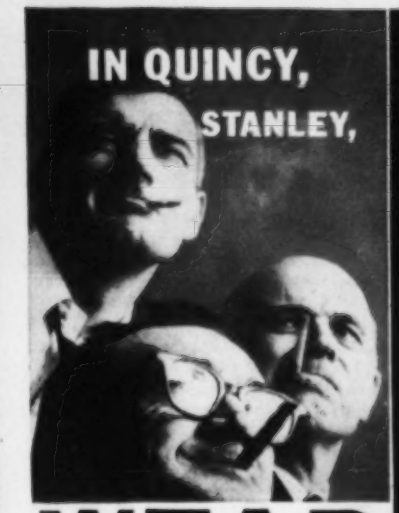
"BEST OF THE POST"

Buyers who know the best are snapping it up... **Pacific Gas & Electric Co.** (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno ... astute station groups like **Triangle** bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and **Crosley Broadcasting** for Cincinnati, Columbus and Atlanta ... and the list of available markets shrinks every day!

Wire today to secure the "best" series–BEST OF THE POST–for your market!

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100



WTAD IS THE MOST!

WTAD LOWEST COST PER THOUSAND OF ANY OTHER MEDIA IN THE MARKET!

- MOST COVERAGE*
- MOST AUDIENCE**

WTAD

* NCS #2
** Pulse—October 1959

KGLO KGLO-TV WMTV

one of the FORWARD GROUP

WTAD KHQA-TV KEYC-TV

QUINCY, ILLINOIS

Branham Co. National Reps.

Daisy Sets Record Ad Push

Daisy Mfg. Co., Rogers, Ark., manufacturer of air rifles, will launch the largest ad campaign in the company's 74-year history in October. The company will use one-minute tv spots on more than 1,000 tv stations, large space ads in the comics sections of 59 daily newspapers, and page ads in *Boys' Life*, Dell Comics Group, *Parents' Magazine* and *Scouting*. L. W. Ramsey Co., Chicago, is the agency.

General Mills, Hormel Tie in

General Mills and Hormel Co. have announced a fall tie-in promotion of Betty Crocker buttermilk pancake mix and Hormel bacon on the West Coast. Color page ads are scheduled for *American Weekly*, Far West Roto Group and *Sunset Magazine*, plus b&w ads in 20 newspapers and spot radio. Batten, Barton, Durstine & Osborn is the agency for both products.

CANCEL-PROOF—*Allstate Insurance Companies currently are conducting a new campaign featuring "cancel-proof" car insurance in ads like this one in newspapers in California, Arizona and Nevada. Leo Burnett Co., Chicago, is the agency.*

Fashion Lure Lost in Speedier Selling Tactics, Fine Says

BEVERLY HILLS, CAL., Aug. 30—The speed of modern communication has changed the fashion business, William Fine, publisher of *Harper's Bazaar*, told the sales organization of Rose Marie Reid, swimsuit manufacturer, at its convention here.

Mr. Fine said that whereas fashions were once introduced in Paris on Sept. 1, and in the U. S. in mid-October, today Macy's and Ohrbach's have already "knocked them off," by the 10th or 15th of September. "Volume follows class introduction and identification," he said.

The result is, Mr. Fine said, it is now possible to move fashion merchandise from the couturier category to the middle volume class much more quickly.

This places much greater importance in "uniqueness, un-togetherness, apartness," in his opinion. Selective marketing becomes much more essential, Mr. Fine asserted.

■ "Now the swimsuit industry is at the crossroads. Does it go all the way in the direction of volume, diffuse and lose its identity, or does it go the way of your company and guarantee its product has the stamp of high fashion and uniqueness? High fashion appeal wins every time because we have learned that things people buy have a personal and social meaning in addition to their function.

"When it comes to apparel fashion, fewer women say 'I need this.' More and more they ask, instead, 'I want this, do I like it'?"

Mr. Fine recommended that Rose Marie Reid should stress its "Limited Editions," to convey high fashion and prestige appeals. #

Storz Buys KXOK, St. Louis

Storz Broadcasting Co., Omaha, Neb., has signed an agreement for the purchase of KXOK, St. Louis, from KXOK Broadcasting Inc. at a price in excess of $1,500,000 in cash. The buy is subject to the usual FCC approval. Other stations owned by Storz are WDGY, Minneapolis; WHB, Kansas City, Mo.; KOMA, Oklahoma City; WTIX, New Orleans, and WQAM, Miami.

covering all those who count in just the Industrial-Large Building field

Face to face with the specialized audience you need! Your sales story in the pages of Heating, Piping & Air Conditioning has the best "direction" possible. It goes to the consulting mechanical engineers, the mechanical contractors, and the engineers with plants and large buildings who are actively involved with heating, piping and air conditioning services in just this field. No stretching of editorial coverage. No dilution of circulation. And each of these important-to-you-readers stands up to be counted. Each is paying for HPAC directly, individually, voluntarily. Provable circulation. These are among the reasons why HPAC year after year is the leader (by over 2 to 1) in advertising volume. Want more information?

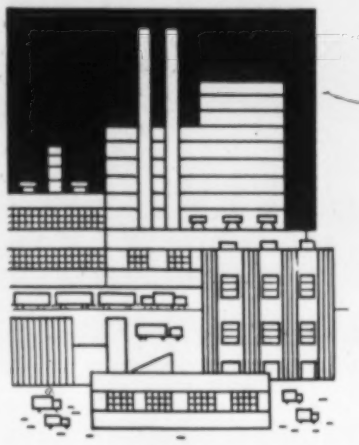
Write KEENEY PUBLISHING CO., 6 N. Michigan, Chicago 2.

NOW YOU CAN FORECAST WEATHER WITH AMAZING NEW COLOR CLOUD CHART International Cloud chart. Officially used by U. S. Navy and Coast Guard, 8 States and four Governments. 35 color photos with forecast captions. The 18 x 22 size is 50¢. 11 x 17 size 25¢. Adv. Quantities imprinted.

Write to Louis D. Rubin
Box 8615, Richmond 26, Va.

Effective with the November issue, Glamour announces a new circulation guarantee of 1,000,000 — with no increase in advertising rates through July 1961. Here is Glamour's record for 1960: Circulation UP 54% — Advertising pages UP 33% — Advertising revenue UP 78%. Everything's up at Glamour but our rates!

A
Condé Nast
Publication



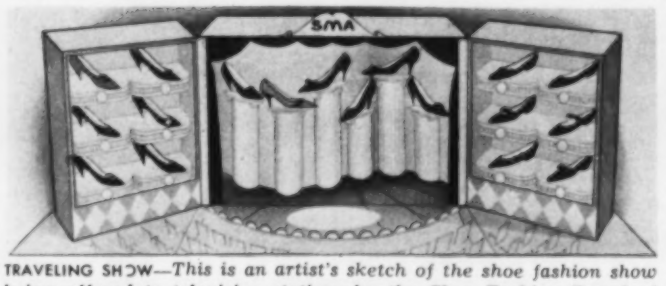
This is sound growth! Advertise where customers are making more money and spending it. Advertise in the.....

Business is Healthy
in
Remarkable ROCKFORD

Checkbook Spending:

Month	1959	1960
Jan.	$191,458,000	$205,678,000
Feb.	$165,776,000	$169,361,000
Mar.	$191,234,000	$226,539,000
Apr.	$188,470,000	$205,979,000
May	$191,889,000	$198,830,000
June	$215,164,000	$215,945,000

ROCKFORD MORNING STAR
Rockford Register-Republic



TRAVELING SHOW—*This is an artist's sketch of the shoe fashion show being offered to television stations by the Shoe Fashion Board of St. Louis.*

Shoe Fashion TV Show Offered by St. Louis Group

ST. LOUIS, Aug. 30—The Shoe Fashion Board of St. Louis will make a traveling fashion show available to television stations this fall to unveil latest fall creations from the "Shoe Market of America . . . St. Louis."

The show will be shipped to television stations in a self-contained unit which opens into a 6′ stage and theater setting with the shoes occupying the center stage and wing sections as "stars" of the presentation. A fashion commentary will be supplied to stations for the live presentation.

The shoe fashion show is staged for a 15-minute or a 30-minute show, or can be integrated into an existing program as a feature presentation.

■ Eighteen shoes featured in the show were judged by the shoe fashion board as best representing the outstanding footwear trends which will be offered to American women for the fall season. The collection was selected from more than 150 styles and represents the work of some of the outstanding designers in the country.

Each shoe is individually mounted in the setting and will be removed from location to a position on center stage as it is described by the commentator. After the shoe has been introduced it will be returned to its fixed place and the rest of the collection is then displayed in a similar manner.

■ The commentary includes a description of the shoe and suggestions for color accessories and apparel coordinates to be worn for the fall season. Although each shoe brand will be identified, commentators will be able to include or omit brand identification in accordance with individual station policy.

The initial showings of this presentation will be offered to stations in the first 50 markets and will be shown on an exclusive basis in the station's coverage area. The Shoe Fashion Board of St. Louis said stations will be offered the fashion show within the next week.

This presentation of the traveling shoe fashion show is part of a year-round program of the St. Louis Shoe Manufacturers Assn. to promote St. Louis branded shoes and the "Shoe Market of America."

■ Robert Drohlich Associates, public relations, is handling the St. Louis Shoe Manufacturers Assn. promotion.

Design, construction and preparation of the traveling shoe fashion show costs in excess of $5,000, excluding the cost of the shoe collection. Transportation and insurance will be paid by the St. Louis Shoe Fashion Board. #

Two Join Ad League

Joseph Reiss Associates, New York, and Roy Bruce Co., Hingham, Mass., have joined the League of Advertising Agencies, New York.

"Made it after all! Didn't take us any time to agree on Huntington-Charleston and WSAZ-TV!"

HUNTINGTON-CHARLESTON is a market that is getting the *increasing* attention of sales and advertising managers. Reason: few sections of the U.S.A. contain such a concentration of the Who's-Who of American industry as this 68-county Dynamic Circle that bridges 4 states in the heart of the booming "industrial Ruhr" region of the Ohio River Valley. Bulging payrolls push the buying power of the more than 2 million industrious people here to over $4 billion annually. And not the least important, there's one TV station (but *only* one) that *commands* this entire market of 440,000 television homes. The people at Katz Agency would welcome a chance to tell you *more* about Huntington-Charleston and WSAZ-TV.

WSAZ-TV
HUNTINGTON • CHARLESTON — CHANNEL 3 NBC

MISSILE ROCKET BALL POINT PEN
Make Your Premium a Perfect "Shoot"
An Exact Miniature Rocket
New different, exclusive, low cost. Write for quantity prices and sample today.
R-W CORPORATION
22849 Ventura Blvd., Woodland Hills, Calif.

Who will make or break the sale?

These are key men in a manufacturing plant . . . members of its "manufacturing operations committee." They work *together* to help manage the plant. They must, because their interests and their responsibilities interlock.

When they buy, which they must, it is rare that anybody can predict just who among them will make or break his sale.

It therefore makes sense to advertise to as many of your *possible* buying influences as you can, as often as you can.

When you are selling to manufacturing plants, this means advertise in FACTORY... because FACTORY reaches more of the men who manage plant operations, *at lower cost*, than any other businesspaper.

***Note:** Photograph taken of actual committee in session at the Arma Division plant of American Bosch Arma Corporation, Garden City, N. Y. Present are Works Manager, Factory Manager, Staff Assistant to the Works Manager, and the Managers of Product Services, Plant Engineering, Tools and Process, Production Control, and Test Department. By Leonard Kamsler.*

FACTORY

McGRAW-HILL PUBLISHING COMPANY 330 WEST 42nd STREET, NEW YORK 36

This is Dimension: a program service of entertaining, provocative one to three-minute vignettes in talk and sound that add new depth of listener interest to the strongest local programs in all radio... those of the CBS Owned Radio Stations.

Dimension starts this month on the C-O stations. These seven stations already command more attentive listening than all other stations in their markets. Now with Dimension they give audiences even more reason to hear your selling message.

This is Dimension:

THE YEAR 2000 What will the fantastic world of tomorrow be like? Artistic, industrial and scientific leaders tell you: William T. Snaith of Raymond Loewy Associates; Dr. Austin Smith, Pharmaceutical Mfr. Association. Their predictions: hospitals that operate on a do-it-yourself basis, banks that supply parts for the human body, drugs that cure all infections; carpets and wallpaper used for central heating, weather control, cordless toaster and lamps and many more.

DOROTHY KILGALLEN INTRODUCES YOU TO PEOPLE YOU'D LIKE TO KNOW The world's most famous newspaperwoman brings you the intimate stories of how Rosalind Russell conquered a personal fear, how Pope John XXIII shows his sense of humor, and fascinating moments in the lives of Joan Crawford, James A. Farley, Fannie Hurst, Marlene Dietrich, Tony Curtis, Ingrid Bergman, The Duchess of Windsor, actor Marlon Brando, The Queen Mother, Audrey Hepburn, Marilyn Monroe, Hedy Lamarr, Patrice Munsel.

THIS IS MY PROFESSION Leaders in important fields tell what they think about their life's work. Vincent Price: why he considers acting a highly educational vocation. Anthropologist Margaret Mead: how primitive people help us understand ourselves better. Others: Melvin Belli, lawyer; Irwin Allen, motion picture man; Claude Philippe, hotelier; Frank Gibney, journalist; Richard Joseph, travel editor; Ilka Chase, Tony Randall, William Zeckendorf, Tex McCrary, Mischa Elman.

THE WONDERFUL WORLD OF THE TEENS Famous people reminisce: Betsy von Furstenburg feared at 16 that she would never get off the 57th Street bus line; Minnie Guggenheimer thinks teenagers today are more serious than she was; also Air Force Capt. Paul Briand, writer; Suzanne Szasz, photographer; Mark Damon, Roberta Peters, Maria Schell, Roy Cohn, George Q. Lewis, Tony Galento, Mark Goodson.

HOMETOWN Childhood recollections. Hildegarde's father's drugstore in New Holstein, Wis.; "Pappy" Boyington's first plane ride over St. Mary's, Idaho; and other hometown stories from Zsa Zsa Gabor, Margaret Mead, Dick Joseph, Dirk Bogarde, author John Donovan, Peter Glenville, Josh White.

THE WISEST OR MOST INFLUENTIAL PERSON Important guests describe one person who has influenced them: Theodore Bikel remembers an elderly scholar; Roberta Peters, her Italian singing teacher. Also Mark Damon, Ilka Chase, Mischa Elman, Maria Schell, Dick Joseph, Claude Philippe, William Zeckendorf, Roy Cohn, Dr. Maxwell, Mel Heimer.

BENNETT CERF TELLS HIS FAVORITE STORIES Author, editor, publisher, lecturer and TV personality Bennett Cerf, who has had 7 books on the best seller lists, now brings to radio the warmth that made him America's number one lecturer. A new Dimension in radio humor.

THE AMERICAN LANDSCAPE Burgess Meredith and Kevin McCarthy narrate this colorful series of American sound portraits using the full range of radio techniques—sound, music, good writing—to take you to the skating pond, the country drug store, Coney Island, a diner at midnight and many more uniquely American scenes.

THIS IS OUR HERITAGE Hear noted radio actor, Bill Lipton, interpret the writings of the men and women who created our American heritage: Tom Paine, Woodrow Wilson, Benjamin Franklin, Thomas Jefferson, Daniel Webster and others.

AMERICAN PORTRAIT Raymond Massey narrates a moment of greatness from American History, takes you to an actual scene in the lives of the Wright Brothers, Paul Revere, Sam Houston, Alexander Hamilton and others.

DIMENSION

A PROGRAM SERVICE OF THE CBS OWNED RADIO STATIONS

KCBS, San Francisco; KNX, Los Angeles; WCAU, Philadelphia; KMOX, St. Louis; WEEI, Boston; WCBS, New York; WBBM, Chicago

MEATY—*Quaker Oats Co. will introduce its new meat-flavored Puss'n Boots cat food via a $500,000 introductory newspaper campaign using ads like this. The campaign, breaking in late September, will include 1,000-line ads in 169 newspapers in 120 markets, followed by 500-line ads at weekly intervals thereafter. Commercials over six daytime tv programs will also be used in the introductory phase. Lynn Baker Inc., New York, is the agency.*

Williams Named WCRO VP

Edwin Moss Williams, long associated with the newspaper and broadcasting industries, has been appointed to the new post of vp in charge of station operations of WCRO, Johnstown, Pa. Most recently Mr. Williams helped establish the first Freedom of Information Center for press and radio at the University of Missouri, Columbia, Mo., and before that he was with Scripps-Howard Radio in Cincinnati and Knoxville.

BBDO Appoints Norman

Henry Norman has been appointed supervisor of the drug department at Batten, Barton, Durstine & Osborn, New York. Formerly general sales manager of Pharmaco, he joined the agency's marketing department last February. Mr. Norman succeeds Herbert Roberts, recently named manager of the marketing department.

251 television showings of "Fitness For Leadership" for Gillette Safety Razor Company in 11 months — at less than $15 per telecast.

Public information films from business get optimum use on TV from MODERN distribution. The fact that Modern-TV offers special services for free film programming is one reason why.

To learn how your business film can benefit from Modern distribution — TV, 16mm audience, or theatre — write or call

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U.S. cities

Price Conscious Auto Makers Get More So for 1961

'Low Price 3' Add 13 Recruits as Industry Nears New Model Year

DETROIT, Aug. 30—Although the auto-buying public continues in the main to hold out for a comfortable, family-size car, it is looking closely at the price tag. For that reason it is believed the car makers will hold the line as far as possible in setting prices on their 1961 models.

No price increases were made last year, a departure from the practice of several preceding years. Sales executives have been imploring production men to save every dollar possible so that the handicap of a price increase could be avoided.

Emphasis is on price as never before, and the erstwhile "low price three"—Ford, Chevrolet and Plymouth—have a lot of company in the selling pitches now building for the 1961 models. One informal tally showed 16 makes reaching for inclusion in the "low price" category.

■ This reverses a trend of a few years back, when the "low price three" started to reach out for the market in the medium-price class, as Ford, Plymouth and Chevrolet brought out the Fairlane 500, the Fury and the Impala, seeking buyers in the field dominated by Mercury, Dodge and Pontiac.

This year, when the 1961 models are out, Chevrolet, Ford and Plymouth will be competing against eight compacts—four introduced last year and four more coming—made by the majors. These, of course, are in addition to the Rambler and Lark, as well as the growing roster of foreign makes.

Besides these Dodge's Dart has proven itself fully competitive and there also will be a new low-cost Pontiac, not to be confused with Pontiac's Tempest compact. This GM division has not announced its line as yet but is reported to be readying at least one model—perhaps a series—that will be priced 'way down.

Mercury also is reported cutting its top price Park Lane to a single model, and is expected to fill out its line with a new model that will be priced lower than anything Mercury has sold to date.

■ Not in the field are DeSoto, Imperial, Chrysler, Lincoln and Cadillac.

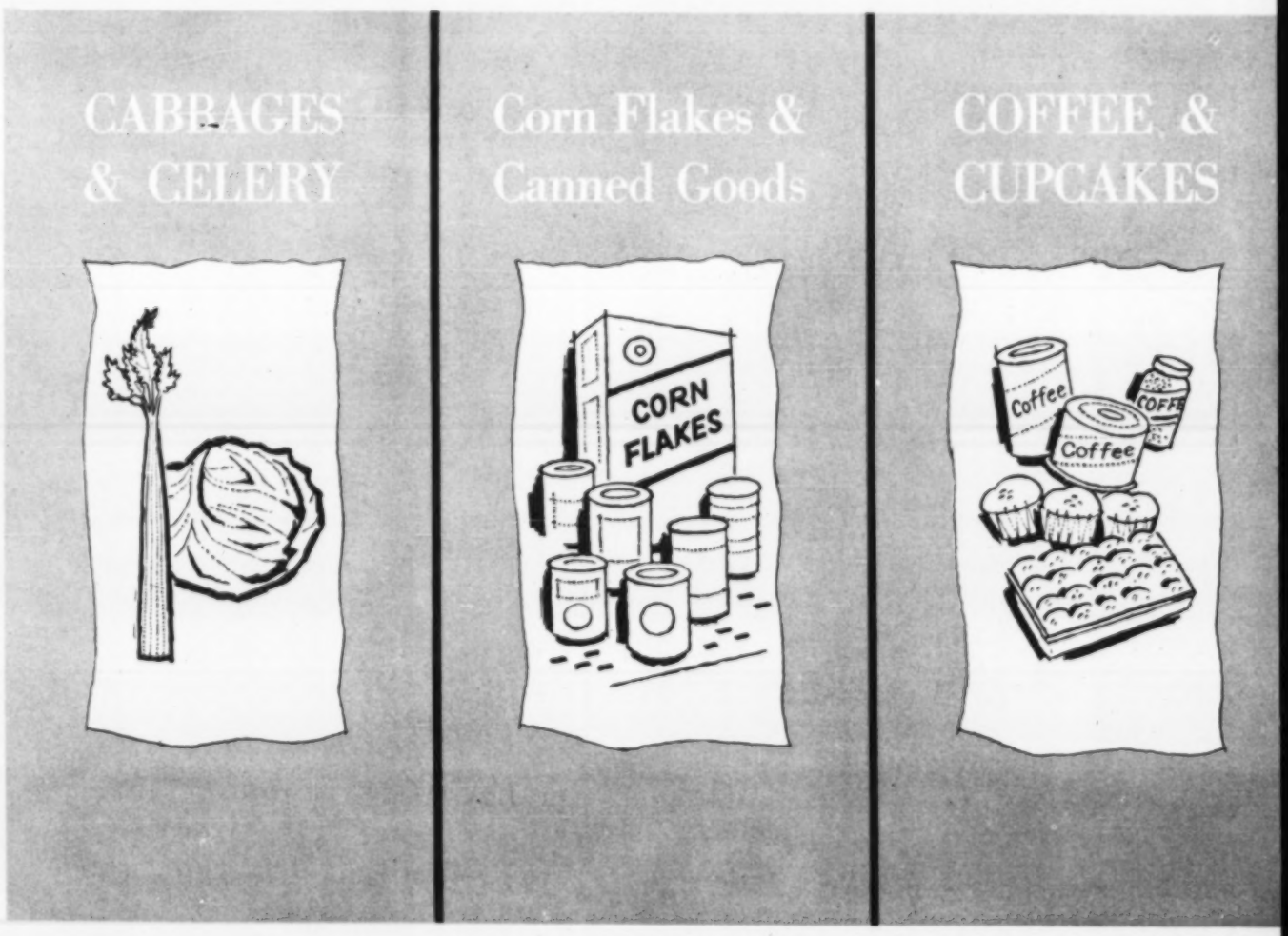
Chrysler Corp., however, displayed its interest in price when it announced last week that it will bring out a new series called the Newport, which will be offered in five body styles and will sell for some $200 below what Chrysler asked for its most economical 1960 models. Chrysler will drop its Saratoga series, and the Windsor will become its middle series for '61.

SMALL CAR BUYERS SHUN COSTLY EXTRAS

DETROIT, Aug. 30—The auto buyers' dollars are being stretched further this year, not only in purchase of compact cars, but also in avoiding extra cost equipment, it was revealed in a study on factory installations just completed by "Ward's Automotive Reports."

A total of 68% of regular-size Fords purchased up to June 30 had automatic transmissions, while only 45% of the Falcons ordered had them. On Plymouths the figures were 74% with automatics, as against 54% of the Valiants so equipped. Only in Chevrolet was the score close, with 67% of the regular cars having the special drive, and 64% of Corvair customers requesting it.

Heaters showed only a slightly



EDITORIAL OUTLINE *"Food and Grocery Marketing Issue"*—OCTOBER 3, 1960

FOOD ADVERTISING STATISTICS

1. Current statistics on expenditures of the food classification in all measured media — newspapers, magazines, network and spot broadcast, and outdoor.
2. Trends in food advertising expenditures in media, and marked changes in media spending patterns.
3. Significant government statistics on the size and growth of the food business.
4. Predictive statistics on the future growth of the field.

MAJOR FOOD ADVERTISERS

1. List of the top 100 advertisers in the food field, showing their expenditures, broken down by media, annual sales and a sales to advertising ratio.
2. List of the associations in the food field which are advertisers, along with their expenditures.
3. Inside a food advertising department — here we have a story about a major advertiser's ad department, telling who does what within the department, how liaison with agencies is handled, who consults on media selection, how in-store promotions are handled, etc.

OUTLETS & MARKETING

1. The biggest chains — how they stack up as advertisers, how many units they operate, what their basic policies are with regard to their national brands and advertising, with sales volume figures.
2. What's the trend in private brands in these giants, and what about non-food items.
3. Significant food marketing trends — growth of the shopping center.

THE FOOD BROKER

1. What he is and what he does and what are the trends in the business.
2. A study of a typical food broker operation.

SPECIALIZED MARKETS & HOT PRODUCTS

1. Summarization of postwar markets that have done extremely well — frozen food, dog food, baby food, mixes, instant coffee. Market size, number of brands, leaders and advertising importance will be indicated.
2. Some tight, fact-packed capsules on hot products, specially developed to fill a need — e.g., Sara Lee, Duncan Hines, Reddi-Whip, Wishbone, Keebler Biscuits, Dannon Yogurt, No-Cal, Levy's Bread, Chun-King.

NEW PRODUCTS AND THEIR IMPORTANCE

1. Quotes from company presidents, etc., on the importance of new products to their respective companies.
2. Picture of supermarket shelf with dates of introduction of various products.

PACKAGING AND ITS IMPORTANCE

1. Roundup — from Package Designers Council — of changes, problems & trends, including most significant changes with illustrations.

RESEARCH

1. "Hard core" consumption data — such as, in what fields a minor portion of households consume a major portion of the product.
2. A thorough discussion of the problems of deals, gimmicks, package sizes, private brands and apparent trend in brand loyalty.

higher rate of installation on the regular-size cars as against the compacts, but there was a marked favoring of windshield washers, a less costly item, among the regular-size car buyers.

■ The small car buyers seem to like whitewall tires, however. A total of 61% of Valiants sold have them, as against 54% on Plymouths, and 54% of the Corvairs purchased had whitewalls, as against only 51% of regular Chevrolets.

The compact cars zoomed above the 30% line in share of total car production last week, as lines began to turn out the new Buick Special, Lancer and Olds F85, in addition to concluding production of the Falcon and Comet cars. Total production was low, only 80,295 units, but 33% of these were compacts. #

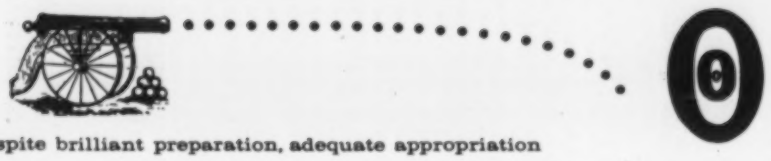
Rubinstein Salons Appoints Serwer; Names Schey Ad Boss

Michel of Helena Rubinstein, New York, beauty salon division of Helena Rubinstein Inc., has appointed Irving Serwer Advertising, New York, to handle its advertising. Fredy Schey, formerly head of his own pr company, has been named director of advertising and public relations for the salons.

A newspaper campaign is planned in the eight markets where the salons are located. The account was formerly handled by Ogilvy, Benson & Mather, which will continue to handle the Rubinstein cosmetics. L. W. Frohlich & Co. handles the company's deodorants and treatment items.

Benz Joins Sterling Brewers

William Benz has been named advertising manager of Sterling Brewers, Evansville, Ind. Mr. Benz has been operating his own studio of creative point of sale advertising in New York for the past year. He succeeds Walter C. Gottfred, who left Sterling to enter the agency business.



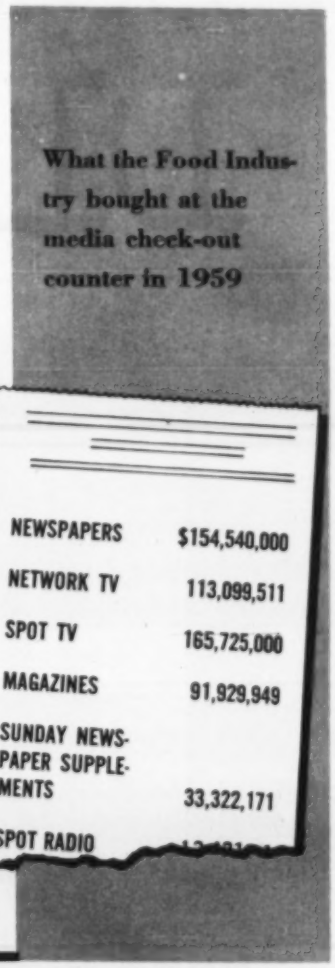
Despite brilliant preparation, adequate appropriation and skillful publication printing, far too many color advertisements lack conviction and radiance in illustration, and often fall short in accurate product identification.

Invest in reproduction security with

HM HUTCHINGS & MELVILLE, Inc.
Custom Photoengravers
4043 North Ravenswood Avenue, Chicago 13, Illinois

Expert pre-correction in correlation with powderless etching of copper originals

What is spent to advertise cabbages, corn flakes or coffee, locally or nationally, is important news to those who know —or should know—what media or services will sell food and groceries


What the Food Industry bought at the media check-out counter in 1959
NEWSPAPERS $154,540,000
NETWORK TV 113,099,511
SPOT TV 165,725,000
MAGAZINES 91,929,949
SUNDAY NEWSPAPER SUPPLEMENTS 33,322,171
SPOT RADIO

On October 3, Ad Age will publish a "Food and Grocery Marketing Issue." This special study of the No. 1 advertiser by industry—Food and Grocery Products—will report in detail on the marketing and merchandising patterns and trends of the business. Here is a fact-filled feature that will look deep into an industry that spent over $700 million in 1959 for media and services to sell over $55 billion worth of food and grocery products.

It is this type of editorial feature which has made Ad Age important to important people. Each week, AA's pages are read and studied by the advertising and marketing men who plan and implement the campaigns that sell products and services. Ad Age's weekly coverage of the fast-breaking news and changes in the field has great appeal for busy executives, especially in fast-moving enterprises such as those in the food field. It is one sure way these leaders can keep abreast of the advertising/marketing situation whether they sell celery, canned goods or cupcakes.

Ad Age's "Food and Grocery Marketing Issue" offers excellent opportunities for you to tell your market story. If your medium or service can provide a platform to sell food and grocery products or influence those concerned with packaging and research, you should consider this unique issue for your promotional efforts. Among Ad Age's 49,928* paid circulation are many of the presidents, marketing heads, merchandising managers and advertising executives who are responsible for the sales success of companies in the food and grocery industry. This is the audience you need to reach to get a share of the over $700 million the industry spent last year. Stake a claim for your share with a space reservation today.

**As filed with ABC, subject to audit.*

Advertising Age's
FOOD AND GROCERY MARKETING ISSUE
To be published October 3, 1960
Closing date: September 21, 1960

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

In September Coronet
Governor Robert B. Meyner
of New Jersey asks...

BOMB SHELTERS...
DELIVERANCE

OR DOOM?

...man alone...afraid of the dark...afraid of strangers...afraid for his children. Fumbling through the twilight, surrounded by dank concrete and dwindling supplies...day becomes night...and night never ends.

Is this the cringing future we plan? Is this the glory for which man was intended? In a dramatic, forthright article in the September issue of Coronet, Governor Meyner strongly questions the worth of bomb shelters as protection against nuclear warfare. As an alternative, he states, "the only shelter against a nuclear war is a workable peace." He pleads for the active support of informed citizens, who, by making known to their governments the growing strength of their commitment to peace, can create a mandate so powerful that it will not long be denied.

Coronet is fast becoming known for its profound editorial treatment of subjects of national importance. In the past few months, it has published some outstanding articles. Last month, in the August issue, Coronet carried an exclusive report on the twelve men who dropped the first atom bomb on Hiroshima fifteen years ago; what they are doing now, their feelings about the mission and how it affected their present lives. Coronet reporters went to ten states to round up these colorful reminiscences and sober reflections of the hand-picked experts who were selected for intelligence, emotional stability and discipline to deliver the knock-out punch in World War II.

In these tense years of world turmoil, Coronet has become increasingly concerned with the morality—or lack of it—in our country. In the July issue, famed author Philip Wylie took "One Man's View of Sin," a thoughtful commentary on the eroding evil that is growing in our society. As Americans become more and more confused about what is really ethical behavior, our nation suffers. To Wylie, it is vital that everyone of us understands our sins, and through this understanding, discovers the virtues that we must regain for survival.

Month after month, Coronet readers get the facts on subjects that concern all of us. Schools—"Bargain Basement Education Is No Bargain," Politics—"A Catholic Can Become President," Medicine—"The New Wonder Vaccines Against Polio" and almost every other subject of importance.

Coronet is an original, stimulating editorial package. Little wonder that advertisers, too, are finding that this is the kind of package that delivers results, which may explain why advertising linage is up 17% for the first nine months of 1960 over the same period last year...and this is Coronet's third successive year of linage gains.

CORONET -OVER 12,000,000 READERS EVERY MONTH.

Hanes, Ayer Mark 50th Anniversary as Client, Agency

WINSTON-SALEM, N.C., Aug. 30—N. W. Ayer & Son and P. H. Hanes Knitting Co. celebrated their 50th anniversary as advertising agency and client last week.

At a dinner marking the milestone, Warner S. Shelly, president of Ayer, presented commemorative gold medals to P. Huber Hanes, honorary chairman of the board, and P. Huber Hanes Jr., president. An especially written commemorative book, "Knit to Endure," published in a limited edition by the Ayer Press, was also presented to Hanes officers and directors.

"In our work as an agency, our greatest thrill—the only real thrill—is in seeing businesses grow and having a part in that growth," Mr. Shelly told the gathering.

"Growth is not a process that is completed at the end of a stated number of years, whether it's 10, or 25, or even 50. It must continue if a business is to remain healthy," he said, adding, "The next 50 years always will be more important than the last."

■ Hanes is one of four clients with which N. W. Ayer has been associated for a half century or more. This year Ayer marks the 60th anniversary of its association with Steinway & Sons. Ayer has been the agency for the American Telephone & Telegraph Co. since 1908 and for International Correspondence Schools since 1896. #

Ashby to 'Journal-American,' McKenzie Named at 'Free Press'

Roderick McKenzie has been named advertising promotion manager of the *Detroit Free Press*. He has been an advertising consultant in Fort Lauderdale, Fla., for the past five years. Before that an agency executive, he had been with J. Walter Thompson Co., Leo Burnett Co. and Earle Ludgin & Co.

Mr. McKenzie succeeds N. Bruce Ashby, who resigned to join the *New York Journal-American* as promotion manager. Mr. Ashby had been with the *Free Press* since 1956.

Newspaper Week Contests Set

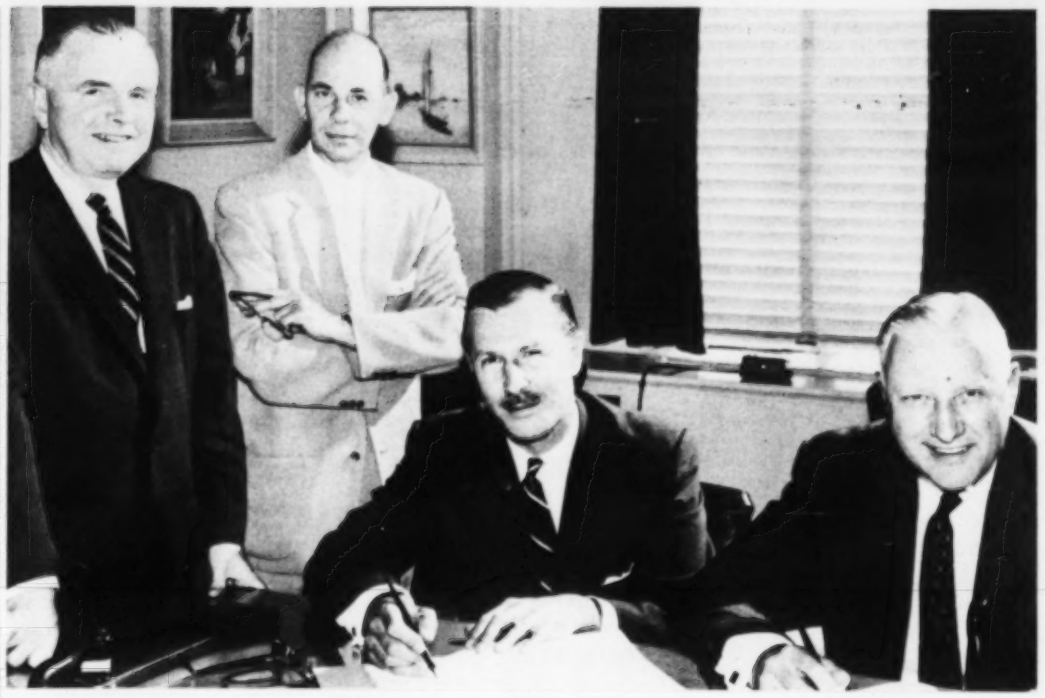
Newspaper Association Managers Inc. is again sponsoring National Newspaper Week promotion contests for weekly and daily newspapers. Entries must be postmarked not later than Nov. 15, 1960, and should be addressed to the headquarters office of the respective state, regional or national newspaper association of which the newspaper is a member. Winners will be announced Jan. 16, 1961.

Morpul Plans Campaign

Morpul Inc., Greensboro, N. C., has scheduled an ad campaign for its brand of nylon hosiery this fall. Tv spots are scheduled for Boston, Buffalo, Washington and five stations in North Carolina, plus 25 radio stations. Two half-page ads in *Seventeen*, plus Sunday supplement ads, are also on the schedule. Mervin & Jesse Levine, New York, is the agency of record.

Noble Adds Four Accounts

Noble Advertising, Mexico City, has added four accounts in Mexico: Plastimarx, toy manufacturer; Mercedes-Benz cars and trucks; Allstate Insurance Co., and Berlitz School of Languages. Noble estimated total billings of the four accounts at about $105,000 (1,312,500 Mexican pesos).



Avery Walton Walker Reynolds

CANADIAN MERGER—*The four men who comprise the executive committee of the newly formed Ronalds-Reynolds & Co. agency are shown signing the contracts completing the merger. They are Warren Reynolds, president, Frank deB. Walker, exec vp and managing director, Ray Avery, senior vp and Toronto office manager, and N. Stuart Walton, vp in charge of creative services.*

Merger Creates Ronalds-Reynolds, Seventh Biggest Canadian Agency

Only Big Account Conflict Solved by Dropping Cities Service to Retain Texaco

TORONTO, Aug. 30—Two medium-size Canadian agencies have merged their operations to become this country's seventh largest shop, with estimated annual billings of about $10,200,000, ADVERTISING AGE learned today.

E. W. Reynolds Ltd., whose head office is in Toronto, and Ronalds Advertising Agency, headquartered in Montreal, have combined forces to form a new agency, Ronalds-Reynolds & Co.

Reynolds reportedly billed $5,500,000 in 1959, putting it in 15th place in the Canadian billings hierarchy, and Ronalds $4,700,000, lodging it in the No. 18 slot.

Warren Reynolds, formerly president of Reynolds, has been named president of the new agency. Frank deB. Walker, erstwhile president of Ronalds, has been appointed exec vp and managing director.

Russell C. Ronalds, board chairman of Ronalds Advertising, will become a senior consultant to the new agency. The late E. W. Reynolds, who was board chairman of E. W. Reynolds Ltd. at the time of his death in July (AA, July 25), also has been slated to become a senior consultant in the new setup.

Ray Avery, formerly exec vp of Ronalds, is senior vp and Toronto office manager of the new shop, and N. Stuart Walton, formerly exec vp of Reynolds, is vp in charge of creative services. These four comprise the new agency's executive committee.

■ Reynolds has been strong in food, soap, life insurance, chemicals and automobiles; Ronalds has had strength in cosmetics and patent or proprietary medicines.

Both agencies have had petroleum products accounts, and in this field, according to an unofficial survey, rested the only major account conflict resulting from the merger.

Texaco Canada Ltd., which has been at Ronalds in Montreal, will remain with the new agency. The Texaco account in Canada is estimated to involve between $1,000,000 and $1,500,000 a year in billings.

Reynolds has been handling the Cities Service Oil Co. account here, which is estimated to bill about $200,000 a year. While ADVERTISING AGE could not get an official statement on the status of this account, it is understood that Ronalds-Reynolds has resigned the business, effective immediately.

The new agency will have 160 employes; none will be fired as a result of the merger, the agency said. #

IAR Names Remson

Alfred Remson has been named research director of the Institute for Advertising Research, Chicago, succeeding Douglas L. Hink, who is retiring from the company to work toward a Ph. D. Mr. Remson is currently completing his work toward a doctorate.

Herzog to Texas Instruments

Dr. Donald R. Herzog, formerly a marketing specialist with Solar Aircraft Co., has been named senior military market research analyst with the semiconductor components division of Texas Instruments Inc., Dallas.

YOU AREN'T SO VERY DIFFERENT

Last fall, we at WEZE discussed the idea of devoting our full broadcast day to album music selections, presented in uninterrupted quarter-hour and half-hour segments. This was, admittedly, a risky idea for any commercial radio station.

When we discussed this concept with our friends in the broadcasting and advertising industries their reponses were almost uniform . . . "Oh sure . . . you'd listen to it, and I'd listen to it, but the general public wouldn't." It was solid advice, but we decided to risk it. Our audience, we were warned, would be a good one, but a small one.

On October 19, 1959, we introduced the "Wonderful World of Music" — a broadcast format of uninterrupted album music; show tunes, standards, Gershwin, Cole Porter . . . Richard Rodgers. Then came the surprise — we weren't so different after all. The general public liked our kind of relaxed radio listening . . . liked it so well that, in a matter of weeks, WEZE became one of Boston's most listened to radio stations.

Let your Hollingbery man tell you about this new leader in Boston radio. And, if you're in town, turn to 1260 — we know you'll like our kind of radio.

AIR TRAILS STATIONS ARE

WIZE Springfield
WING Dayton
WCOL Columbus
WEZE Boston
WKLO Louisville

1260 WEZE BOSTON
THE WONDERFUL WORLD OF MUSIC

Ad Clinic #17

(a transparent device to get you to read this Sheraton ad)

by Wes Port

Make your claims believable

Here's a headline that just goes too far.

Wouldn't "4 minutes" be a little more accurate?

No, sir, "4 seconds" is correct. Sheraton's *RESERVATRON* machine confirms your room anywhere — electronically — in a flash. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how well this ad pulls, we'd like you to send for free, 104-page booklet on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #17, 470 Atlantic Ave., Boston, Massachusetts.**

Certainement!

When an advertiser in TIME's Atlantic Edition mentions his firm's name in important places in France, he can usually count on a reaction like this: *"Mais certainement nous avons entendu parler de cette compagnie, Monsieur. Nous avons vu les annonces dans la revue* TIME."—"But certainly we've heard of that company, sir—we've seen the ads in TIME." ¶ To be *au courant*—as their responsible positions require—French leaders in business and government (like their counterparts everywhere this side of the Iron Curtain) rely on TIME. ¶ You, too, can make your company's name familiar to leaders throughout the free world by advertising in the International Editions of TIME. For the complete story, get in touch with your local TIME International Sales Representative.

TIME'S ATLANTIC EDITION. Published in English, the business language of the world, to reach decision-makers throughout Europe, the Middle East and Africa. News content is identical to TIME U. S. with advertising specific for the area. TIME Atlantic is printed in Paris and air-speeded to major cities for delivery to readers the same day as TIME in the U. S. Circulation: 166,000 (estimated six months average ending June 30, 1960). Sales offices in London, Paris, Milan, Düsseldorf, Stockholm and Zurich. Published in 5 editions throughout the free world: TIME Atlantic · TIME Latin America · TIME Pacific · TIME Canada · TIME U. S.

TIME

PHOTOGRAPHIC REVIEW

Elson Morgan Stockwell

BALLOONOSE—*Tv strategy is planned for a new Venus Pen & Pencil Corp. toy, Balloonose, by Marvin A. Elson, manager of the Venus toy division; Ed Stockwell, the company's Boston manager, and Louise Morgan, of WNAC-TV, Boston. Venus has purchased 28 one-minute participations on Miss Morgan's show for the fall as a result of a successful run on the show last year. Doyle Dane Bernbach is the agency for Venus.*

Chalkley Selby Stadthagen Freer Bidwell

FLIGHTY—*Airlifted to New York to witness a new presentation by American Home recently was this group of Cleveland admen. They are William Chalkley, Fuller & Smith & Ross; Herbert G. Selby, Meldrum & Fewsmith; Heinz A. Stadthagen, Griswold-Eshleman Co.; Harry M. Freer, Carr Liggett Advertising, and Jim Bidwell, American Home's Cleveland ad manager.*

VOTE NOTE—*Kislav ties a string around the fingers of three new glove styles and says "don't forget to vote" in its fall advertising, to run in the October Vogue and November Harper's Bazaar. Gilbert Advertising, New York, is the agency.*

MOVING DAY—*John Thornberry, Kansas City adman, rallies this pint-size troop of the Boys' Club, of which he is director, to move the club's equipment into a church across the street which will serve as temporary quarters until a new building is built. The old building has been sold. Mr. Thornberry, a social worker and lawyer who directs advertising for the First National Bank, has been in charge of the club since 1935.*

WOW!—*George Andrews, director of advertising and sales promotion, E.D. Bullard Co., Sausalito, Cal., and new president of the Northern California chapter of the Assn. of Industrial Advertisers, congratulates Ann Osborne, who has been chosen Miss Industrial Advertising of 1960-'61 by the chapter.*

FOILED—*His wife talked too much, so this irate hubby decided to wrap her in foil from head to foot. It's all part of a tv commercial that Aluminum Co. of America will use for Alcoa Wrap starting Sept. 5 on Alcoa Theatre (NBC-TV).*

FALL CAMPAIGN—*Sabena Belgian World Airlines will use collage design in four-color bleed pages scheduled for Holiday and The New Yorker this fall. Sabena will also run 110-line newspaper ads in 22 markets. McCann-Marschalk is the agency.*

Ertell Dewes Donovan

NEW DESIGNS—*Bonnie Dewes, account executive for Laclede Gas Co., St. Louis, and Joseph T. Donovan, manager of outdoor operations for D'Arcy Advertising Co., offer their views to Robert Ertell, art director, on the placement of the blue flame symbol in the new "lovable pup" poster designs being used by the gas company to create a casual and friendly image of the utility and at the same time sell its wares.*

September Redbook explores the anxieties of today's Young Adult woman... mature, but frustrated by the need to be mother, daughter, housekeeper, citizen—and attractive wife too: "It's wonderful to be a mother, but sometimes I feel like a pie being cut into six pieces and served to a dinner party of ten... And my husband still expects me to be a combination of Fannie Farmer and Marilyn Monroe." The article is uncompromisingly candid—like Young Adults themselves. It's told in their own words: "... the community reaches out and grabs you by the throat! My commitments have eaten up my leisure. Some activities seem worthwhile. Many are not. All are inescapable." Read it to understand young wives today. Read it perhaps to understand your own. Read it to understand the kind of perceptive editing that has boosted our circulation more than half a million in sixteen months, why Redbook now has the highest concentration of Young Adult readers of any mass magazine. Read it. It's called, "Why Young Mothers Feel Trapped."

REDBOOK The Magazine for Young Adults. 230 Park Avenue, New York, MU 6-4600—and Chicago, Boston, Los Angeles. Another exciting publication of THE McCALL CORPORATION

W. J. Small Agency Moves

William J. Small Agency, Boston, has moved to the Robie Bldg.

SWINGLES. CUSTOM MADE ONLY $68 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
143 W. 51st St., N.Y. 19, N.Y. • PLaza 7-5730

Coming Conventions

*Indicates first listing in this column.

Sept. 8-9. National Business Publications, New York regional conference, Hotel Roosevelt.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 13. Premium Advertising Assn. of America conference, in conjunction with the New York premium show (Sept. 12-15), Hotel Astor, New York.

Sept. 14-16. Newspaper Advertising Managers' Assn. of Eastern Canada, annual convention, Mount Royal Hotel, Montreal.

Sept. 15-16. Region 5, Public Utilities Advertising Assn., Tampa Terrace Hotel, Tampa, Fla.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

*Sept. 19. Associated Business Publications, annual session on "sales how," Roosevelt Hotel, New York.

*Sept. 20. Associated Business Publications, annual session on "sales how," Sheraton Cleveland Hotel, Cleveland.

Sept. 20. Magazine Publishers Assn., annual fall conference, Hotel Pierre, New York.

*Sept. 21. Associated Business Publications, annual session on "sales how," Sheraton Towers, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

*Sept. 28-29. CBS Radio Affiliates Assn., 7th annual convention, Waldorf-Astoria Hotel, New York.

Sept. 29-30. Assn. of National Advertisers, advertising management seminar, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 3-4. New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston.

Oct. 3-5. National Newspaper Promotion Assn., Western Regional Workshop, Stardust Hotel, Las Vegas.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-14. National Assn. of Broadcasters, fall conference, Biltmore Hotel, Atlanta.

Oct. 13-14. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

Oct. 13-15. Junior Panel Outdoor Advertising Assn., annual convention, Hilton Hotel, Pittsburgh.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 14-15. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.

Oct. 17. New England Newspapers Advertising Bureau, 23rd annual meeting, Hotel Statler-Hilton, Boston.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York and Hotel Biltmore.

Oct. 18-19. National Assn. of Broadcasters, fall conference, Sheraton-Dallas Hotel, Dallas.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tar Hotel, San Francisco.

*Oct. 19. Educational clinic co-sponsored by Associated Business Publications and American Assn. of Advertising Agencies, Hotel Commodore, New York.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 20-21. National Assn. of Broadcasters, fall conference, Mark Hopkins Hotel, San Francisco.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Oct. 24-25. National Assn. of Broadcasters, fall conference, Denver Hilton Hotel, Denver.

Oct. 27-28. National Assn. of Broadcasters, fall conference, Fontenelle Hotel, Omaha.

Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-15. National Assn. of Broadcasters, fall conference, Statler Hilton Hotel, Washington, D. C.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

*Nov. 16. Associated Business Publications, fall conference, Hotel Ambassador, Chicago.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

Nov. 18-19. Advertising Federation of America, 8th District conference, Holiday Inn, Madison, Wis.

Nov. 21-22. National Assn. of Broadcasters, fall conference, Edgewater Beach Hotel, Chicago.

Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

*Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 19, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

*March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

*March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

*May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

O'Connell Joins B.J. Martin Co.

Michael I. O'Connell has been named eastern sales manager of *Electrified Industry* and *Today's Business*. He succeeds Charles H. Daly, who was promoted to advertising sales manager of the two publications, which are published by B. J. Martin Co., Chicago. Mr. O'Connell formerly was district manager of *Architectural & Engineering News*.

'McCall's' Names Two

Stanley Wynett, formerly with Modern Talking Picture Service, has joined *McCall's*, New York, as assistant promotion director of *McCall's* laboratory use-tested program, a new title. Moore (Mike) Moran, formerly with the Schilling division of McCormick & Co., has joined the San Francisco sales staff of *McCall's*.

WHAT ARE THE MERCHANTS OF "ELSEWHERE" DOING?

ACB Research Reports will tell you if they are advertising your brand... your competitor's brand...and to what extent...you see all 1,393 markets as one clear, coherent picture

In and around the 1,393 cities in which daily newspapers are published there circulates newspaper display advertising costing two billion dollars yearly.

This newspaper advertising expenditure is *far larger than that of all other media combined*. Yet you never see it! Aside from your home town, the other 1,392 key markets are pretty much a blind spot.

What's going on . . . are the merchants of these 1,392 "ELSEWHERE'S" *pushing your brand . . . supporting a rival brand . . . ignoring your field . . . are competing brands dominating certain towns or areas with their nationally placed newspaper advertising . . .*

The answer to these and similar questions are of vital importance to manufacturers whose goods are sold through retail outlets. ACB Reports tell you *exactly* what is going on in any one or more of these markets.

Leading merchandisers rely on ACB Reports. Lever Brothers Co., soap and allied product manufacturer says:

"Various departments here at Lever Brothers have used ACB facilities for more than 15 years. It is rather difficult to enumerate the many ways in which this information has been used, but suffice it to say it has provided a valuable tool for our advertising and sales departments over the years."

More than 1,100 progressive companies are subscribers to one or more of ACB's 14 different Newspaper Research Services.

Send for big ACB Catalog

If you are not thoroughly informed on the many uses of ACB Reports ask for the *big* ACB Catalog. Its 48 pages are filled with the uses to which these Reports may be put for more efficient management of sales and advertising and other useful data. Catalog sent free on request.

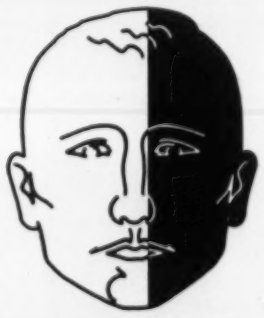
ACB reads every advertisement in every daily newspaper

ACB SERVICE OFFICES

353 Park Ave. South • New York 10
18 S. Michigan Ave. • Chicago 3
20 South Third St. • Columbus 15
161 Jefferson Ave. • Memphis 3
51 First St. • San Francisco 5

ACB
The ADVERTISING CHECKING BUREAU INC.

The Memphis Market has two ears



WDIA alone reaches the other one!

When planning your budget for the Memphis market, *remember* that 40% of the population is Negro—over 1,500,000 people, who earn more than a billion dollars a year! *Remember* that the only medium that effectively sells this big, rich market is Memphis' 50,000 watt Negro-programmed WDIA. Top rated for 10 years, WDIA is more than a radio station, it's an advertising force. No matter what other media you use, 40% of your Memphis area budget must go to WDIA or you miss nearly half of this rich market! Write today for complete details!

ARCHIE S. GRINALDS, JR., Sales Mgr. BERT FERGUSON, Exec. Vice-Pres.
EGMONT SONDERLING, President Represented by THE BOLLING CO.

WDIA

OTHER SONDERLING STATIONS:
WOPA, OAK PARK, ILL. KDIA, OAKLAND, CALIF.

SCHOOL DAYS—*Reminding New Yorkers that autumn means back-to-school shopping, Chase Manhattan Bank scheduled this 500-line ad for late August insertion in 30 community weeklies and three dailies to promote its charge plan service, available at 6,000 stores. Joseph F. Callo Inc. is the agency.*

Sackheim-Bruck Adds Two

Maxwell Sackheim-Franklin Bruck, New York, has been named to handle advertising for the Bauer vaporizer of Bauer Chemical Co., East Granby, Conn. The vaporizer is sold by mail order. Rhodes Pharmacal Co., Chicago, also has named the Sackheim-Bruck agency to handle the introduction of a new product.

D-F-S Appoints Two

Edward Simon, formerly with Ross Roy Inc., Detroit, has joined Dancer-Fitzgerald-Sample, New York, as associate research director. D-F-S also has promoted Thomas J. Pritchard from its Dayton staff to administrative manager of its Dayton office, a new post.

Ketchum Promotes Gillilan

William J. Gillilan, vp and director of marketing at Ketchum, MacLeod & Grove, Pittsburgh, has been named to the new position of director of advertising service.

The skins you love to touch!

Almost everybody likes money. And one sure way to keep it coming in is to keep clients happy. Century service helps a lot —with flawless quality that never lets you down!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Congress Probe of TV Programming Is Vidal Platform Plank

NEW YORK, Aug. 30—Television programming and the "whole problem of advertising" were singled out by playwright-politician Gore Vidal as two aspects of American life that require improvement. Mr. Vidal set forth his position on these topics during an interview on the WCBS-TV program, "New York Forum."

If elected, Mr. Vidal, who is Democratic candidate for Congress from New York's 29th district, indicated he would use his influence to see that the FCC "does its job" relative to programming in television.

"I think that would be one of the beginnings," he continued. "I think the whole problem of advertising in America is something that if I were in Congress—if I were in or out—I would go after. I think the entire thing needs examination. I think one point on that is that television is everywhere. Every kid watches.

■ "The first thing a baby learns, the first thing it sings now is the television jingle. And yet the first thing that the child learns is that these commercials are not true, that if you send away for that ray gun, which is going to paralyze your teacher, you find that it does not. They find that something that they see every day is false . . ."

Mr. Vidal charged that people are being exploited through misrepresentation. "Now we have the Pure Food & Drug Act for food," he said. "I think we have to sit in a very serious symposium on what goes on over that television screen, and I think one of the principal things is that there is nothing more cruel than misleading people—than to tell them that if you buy such and such, you will get this result when this is a cynical dodge of an advertiser to sell a product."

■ The would-be congressman suggested that advertisers should be forced to clean their own house. And if telecasters do not do something to improve the "dreadful programming—14 westerns in a row and sadism going rampant on the screen"—Congress is the place for an investigation, he recommended.

These topics dominated the opening minutes of the program until CBS newsman Ned Calmer, moderator of the telecast, moved the conversation along to other issues with the gentle reminder that there must be other planks in the Vidal platform besides the content of television programming. #

IN BUFFALO Men's Clothing Stores Start the Day Right... in the Morning

Buffalo's men's clothing stores placed 72.5% of their *daily* 1959 advertising in the Morning Courier-Express. Include Sundays, and the figure was 74.6% of the total.

And men are only half the story of the proved selling power of the Courier-Express. It carried 67% of *daily* woman's clothing store linage —74.9% of the total when Sundays are included.

Other classifications—food chains, appliances, toilet goods and beauty shops, automobile dealers and financial to name only a few—add strong weight to the evidence that to insure your full share of the metropolitan Buffalo market, you *need* the Courier-Express.

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more money to spend use the *Morning* Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,103 families in Buffalo and the eight surrounding counties.

For Total Selling in this Great Market

Buffalo Courier-Express

Western New York's Greatest Newspaper

ROP COLOR 7 DAYS
Represented Nationally by
SCOLARO, MEEKER & SCOTT
New York, Chicago, Philadelphia, Detroit
DOYLE & HAWLEY
Los Angeles and San Francisco

WTRF-TV STORY BOARD

Two drunks were arguing as to whether it was a star or the Echo I they saw in the sky. To settle the argument, they stopped a passerby who was also feeling no pain. "Shay, fella, help ush to settle an argument, is zat a star or is zat the Echo I satellite up there?"

"How should I know," answered the pickled passerby, "I don't even live in thish town."

"Starsview 7" wtrf-tv

The poor kid was brought up in the dumps and could never quite get over it. When he was drafted into the army, the sergeant caught him eating out of the garbage cans one day. "Listen you," roared the angry sarge," "you'll eat in the mess hall. You're no better than the rest of us."

wtrf-tv "Starsview 7"

Something said to NEEDle SMITH with:

Hostess: "Shall I get you an hors d'oeuvre?"

Smith: "No thanks, I'm on the wagon."

"Starsview 7" wtrf-tv

People are SOLD in the Wheeling-Steubenville Industrial Ohio Valley by wtrf-tv from Wheeling. Ask George P. Hollingbery to show you why your next advertising campaign should be scheduled on "Starsview 7", wtrf-tv, Wheeling. Ask for wtrf-tv's merchandising services, too.

wtrf-tv "Starsview 7"

The reason no lady has ever been president is that you have to be 35 or over . . . A woman can be mighty sweet if she wants . . . There are girls that are so lazy they don't even exercise discretion.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

Ronald O'Neill, 65, Professor, Former Detroit Adman, Dies

SOUTH BEND, Aug. 30—Ronald S. O'Neill, 65, professor of advertising and public relations at Notre Dame University and prior to that an advertising man in Detroit, died at his home here Aug. 22.

Mr. O'Neill had been an advertising copywriter in Detroit for 31 years. He had been associated with the old Erwin, Wasey & Co. (now Erwin Wasey, Ruthrauff & Ryan); Campbell-Ewald Co., and MacManus, John & Adams; and with Brooke, Smith, French & Dorrance and Ross Roy Inc. (now Ross Roy-Brooke, Smith, French & Dorrance).

FRANK W. HEISKELL

CHICAGO, Aug. 30—Frank W. Heiskell, 84, advertising manager of International Harvester Co. for 25 years before his retirement in 1938, died Aug. 27.

Mr. Heiskell joined McCormick Harvesting Machine Co., Indianapolis, as a stock clerk in 1893. McCormick was a forerunner to International Harvester, which was founded in 1902.

After holding several positions in the company's sales department, Mr. Heiskell moved to Chicago in 1911 as assistant advertising manager. He was promoted to advertising manager in 1913 and held that position until his retirement in 1938. #

FREE-FORM—*American Oil Co. is currently testing some "futuristic" outdoor advertising panels in the "Satellite City" section of New York's Freedomland, U.S.A.—a kind of eastern Disneyland. American's posters come in a variety of shapes ranging from free forms to molecular shapes. Joseph Katz Co., New York, is the agency.*

Ryder Agency Opens

I. Alan Scher has opened a new agency, Ryder Advertising, at 316 Commonwealth Bldg., Cleveland. Mr. Scher formerly was assistant director of advertising of F. C. Russell Co., maker of Rusco windows and doors.

GE Promotes Pfeil, Perry

William J. Pfeif, formerly marketing manager of the vacuum cleaner department of General Electric Corp., has been named general manager of the portable appliance department. Donald E. Perry, formerly manager of marketing for the General Electric Supply Co., has been appointed general manager of GE's vacuum cleaner department.

Freberg to Create Ford Spots

Freberg Ltd., Hollywood, has been commissioned by J. Walter Thompson Co. to create and produce a national radio campaign to celebrate the introduction of the 1961 Ford. In addition to Ford, Freberg Ltd. is preparing campaigns this year for Kaiser Industries, Coca-Cola and Instant Ralston.

O'Keefe to 'Metalworking News'

Philip O'Keefe Jr., Chicago district ad manager of *Materials in Design Engineering*, New York, since 1953, has been named ad sales representative in Chicago for *Metalworking News*, new weekly to be launched in January, 1961, by Fairchild Publications, New York.

Walker Joins Davidson

William H. Walker has been appointed advertising manager of Davidson Corp., subsidiary of Mergenthaler Linotype Co., Brooklyn. He formerly was a member of the advertising staff of the long lines department of American Telephone & Telegraph Co.

Stuart Chambers, Veteran Pulitzer Exec, Dies at 72

HARRISBURG, PA., Aug. 30—Stuart M. Chambers, 72, retired treasurer and director of Pulitzer Publishing Co., publisher of the *St. Louis Post-Dispatch*, died in a hotel here of a heart attack Aug. 25.

He and his wife had returned from a trip to Europe and were on their way to St. Louis.

Mr. Chambers retired in 1955 after having served the *Post-Dispatch* in various capacities for 38 years. He joined the newspaper in 1916 as automobile editor after having begun his career in the ad department of the *Kansas City Star*.

Stuart Chambers

He was named ad manager of the *Post-Dispatch* in 1941 and treasurer in 1944. Before retiring, he was in charge of the Coosa River Newsprint Co., in Alabama, in which the *Post-Dispatch* has a financial interest.

■ Mr. Chambers served as chairman of the Bureau of Advertising of the American Newspaper Publishers Assn. in 1952-'54; in 1955 he received a distinguished service award from the association "in recognition of devoted service and contribution to the growth and stature of newspapers."

He and his wife established a fund for an annual scholarship award to the winner of the national finals of the Metropolitan Opera auditions.

SAMUEL H. CUFF

NEW YORK, Aug. 31—Samuel H. Cuff, 58, a television advertising director, died of cancer at his home Aug. 25.

A radio and tv news commentator and lecturer in the course of his career in broadcasting, Mr. Cuff had been radio and tv director of Allied Stores, a national chain of 90 retail stores, since 1948. Before that he was general manager of WABD-TV, a DuMont station.

Mr. Cuff was author of "The Face of War," an account of upheavals in Europe leading to World War II.

He was born in Jerusalem of British parents and educated at the American University of Beirut. Drafted into the Turkish army in World War I, he came to the U. S. after the Armistice.

RALPH W. FERREL

GARDEN CITY, N. Y., Aug. 30—Ralph Winfield Ferrel, 78, publisher of the *Standard Advertising Register*, died after a long illness Aug. 27 at Nassau Hospital, in Mineola.

He had headed National Register Publishing Co., New York, publisher of the annual advertising publication.

He was a reporter and editor of the *Wilkes-Barre Record* before coming to New York. Mr. Ferrel was a life member of the Publicity Lodge, a charter member of the Advertising Club of New York and a member of the Sales Executives Club.

E. PAUL HAMILTON

HARTFORD, Aug. 30—E. Paul Hamilton, 81, of Miami, a former merchandising manager of Carstairs Bros. Distilling Co., New York, died here Aug. 27 at St. Francis Hospital. He retired from Carstairs in 1952. #

ONE OF THE FIRST 100 MARKETS

267,600 consumers in the Quad-Cities

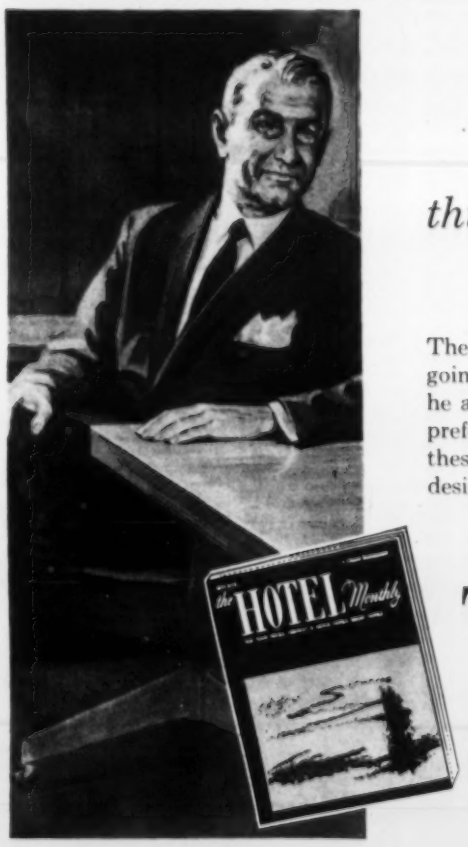
56% live on the Illinois side, where Argus and Dispatch reach 9 of 10 homes daily.

THE QUAD-CITIES' LARGEST COMBINED DAILY CIRCULATION

THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS

NATIONAL REPRESENTATIVE — THE ALLEN-KLAPP CO.

3RD LARGEST MARKET IN ILLINOIS-IOWA



this one man makes **88%** *of the*

buying decisions in hotels and motor hotels

The sales and profit-minded hotel manager is the man you must reach if you are going to sell your product or service to the hotel and motor hotel market. He, and he alone, personally makes 88% of all decisions on purchasing, specifying, brand preference and resource selection. The remaining 12% is delegated. Reach all of these important men consistently and at low cost through the **one** hotel magazine designed especially for them.

call any of our 5 offices

The HOTEL Monthly BPA

a Clissold Businesspaper 105 W. ADAMS ST. • CHICAGO 3, ILL. • ANdover 3-1800

FOR TOWN HOTELS • HIGHWAY & MOTOR HOTELS • RESORT HOTELS

NEW YORK 36, 500 Fifth Avenue, LO 4-2233 | WASHINGTON 4, D. C., 1319 F Street, N.W., ME 8-6707 | LOS ANGELES 57, The Maurice A. Kimball Co., Inc., 2550 Beverly Blvd. • DU 8-6178 | SAN FRANCISCO 5, The Maurice A. Kimball Co., Inc., 681 Market Street • EX 2-3365

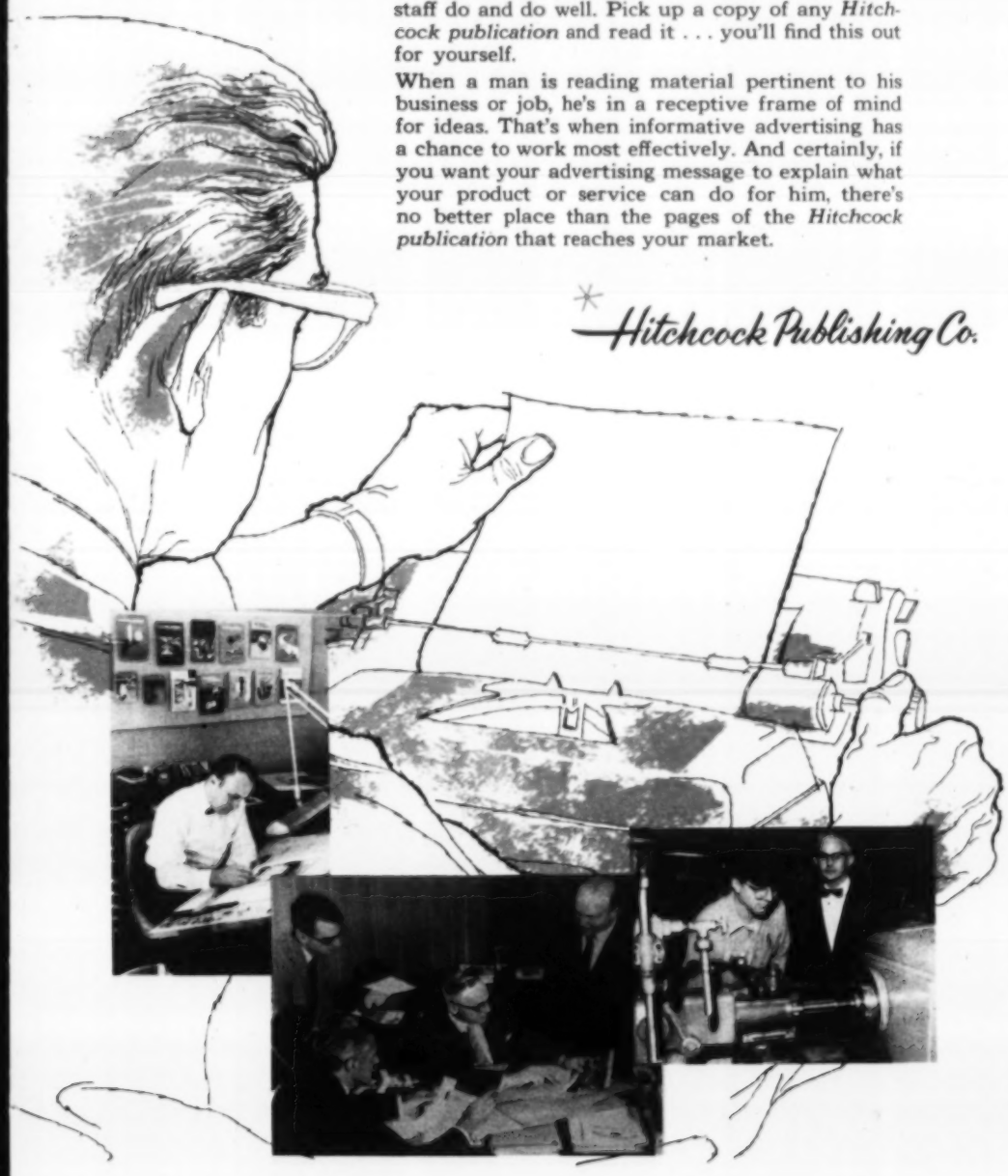
Editorial Excellence . . .

is the single most important factor in creating readership; and readership, in turn, develops advertising response.

This is true of *Hitchcock publications.* We hold that it is our obligation to provide editorial material worthy of careful attention. This our editors and staff do and do well. Pick up a copy of any *Hitchcock publication* and read it . . . you'll find this out for yourself.

When a man is reading material pertinent to his business or job, he's in a receptive frame of mind for ideas. That's when informative advertising has a chance to work most effectively. And certainly, if you want your advertising message to explain what your product or service can do for him, there's no better place than the pages of the *Hitchcock publication* that reaches your market.

Hitchcock Publishing Co.



SCHEDULE YOUR ADVERTISING IN A . . .

HITCHCOCK PUBLICATION

to reach and sell your market . . . effectively!

CARBIDE ENGINEERING

CIRCULATION: 14,100

Listed SRDS Classification 88

Published Monthly

CARBIDE ENGINEERING gives methods, production and maintenance engineers in the metalworking industry detailed information on the efficient use of cutting tools, carbide dies and wear parts. Authoritative articles aim at increased production, better quality control and lower costs, covering engineering (design), application (production) and maintenance of carbide, ceramic, diamond and high speed-cutting tools. Official publication of the Society of Carbide Engineers, BPA audited, 97.37 per cent verified. Best monthly media for advertising any type of cutting tool or equipment related to machining operations.

GRINDING and FINISHING

CIRCULATION: 31,000

Listed SRDS Classification 88

Published Monthly

GRINDING and FINISHING is the only publication devoted exclusively to the abrasive industry. Mailed to 31,000 persons in industry directly concerned with abrasive operations, this magazine presents "how to" editorial features showing how increased productivity, cost reduction and higher quality can be obtained thru abrasive operations. BPA audited and 92.39 per cent verified, this magazine is the Number One advertising medium for abrasive equipment and abrasive products.

ASSEMBLY and FASTENER ENGINEERING

CIRCULATION: 28,000

Listed SRDS Classification 88

Published Monthly

ASSEMBLY and FASTENER ENGINEERING is devoted to assembly and fastening operations in the large mass production, fastener-using industries - aircraft, appliance, automotive, electrical, electronic, fabricated metal products, furniture and fixtures, instruments and machinery. Reaching a hand-picked audience with a specially tailored editorial approach, it provides a direct line to the men who plan for and operate industry's assembly lines—where more than 50 per cent of manufacturing costs occur. BPA audited and 96.59 per cent verified.

Hitchcock's WOOD WORKING DIGEST

CIRCULATION: 16,100

Listed SRDS Classification 159

Published Monthly

Hitchcock's WOOD WORKING DIGEST is the Number One woodworking publication—tops in advertising (823 pages) and editorial content again in 1959. Outstanding editorial presents new processes in manufacturing and finishing of wood products, new developments in plywood, veneer and particle board, new ideas in fastening, cutting and turning wood. Regular departments discuss shop problems, employee-management relations and news of the industry. Sections on literature and new products report on new adhesives, abrasives, finishes, woodworking equipment and other products used in woodworking. BPA audited. 96.86 per cent verified. Published monthly since 1898.

MODERN PASSENGER TRANSPORTATION

CIRCULATION: 9,100

Listed SRDS Classification 21

Published Monthly

MODERN PASSENGER TRANSPORTATION is the only magazine serving the vast public transportation industry. Over 9,100 copies are mailed each month to management men responsible for the operation and maintenance of North American city transit systems, intercity and suburban bus lines, charter and sightseeing bus companies, rail rapid transit lines, passenger carrying railroads and passenger air lines. Authoritative articles cover all phases of operations—management, merchandising, scheduling, safety, public relations and maintenance. BPA audited, 96.15 per cent verified.

SCHOOL BUS TRENDS

CIRCULATION: 22,100

Listed SRDS Classification 132

Published Bi-Monthly

SCHOOL BUS TRENDS offers exclusive coverage of the big and growing school bus market. It is edited to serve the school board members, school officials, contract haulers and chassis dealers responsible for the operation of the nation's public, parochial and private school bus fleets. Authoritative articles cover operations, scheduling and maintenance with emphasis on driver training and safety. 22,100 circulation, 90.04 per cent verified, BPA audited.

PLANT Maintenance & Engineering

CIRCULATION: 48,000

Listed SRDS Classification 69

Published Monthly

PLANT Maintenance & Engineering is edited exclusively for individuals who design, maintain and operate plant buildings and grounds, plant mechanical services and plant electrical services in manufacturing establishments, public utilities, public buildings, institutions and service industries. Editors are graduate engineers with plant experience. Departmentalized format and concise, authoritative writing results in high readership. Leading inquiry puller. BPA audited, 97.07 per cent verified.

MACHINE and TOOL BLUE BOOK

CIRCULATION: 50,100

Listed SRDS Classification 88

Published Monthly

MACHINE and TOOL BLUE BOOK is the basic "working" book of the metalworking industry. This digest-size monthly is the best media to reach the entire metalworking industry including tooling, engineering, production and maintenance. Consistently helpful and factual editorial features have made it one of the most thoroughly read publications in the field. This readership rewards advertisers with top-quality inquiries and business building results. First controlled circulation publication in metalworking field — serving industry since 1906. 97.07 per cent verified, BPA audited.

Write today . . .

Investigate the rate advantages of using any combination or all Hitchcock publications on your advertising schedules. Separate market data file folders are available for each Hitchcock publication upon request.

SINCE 1898

hitchcock

PUBLISHING COMPANY

WHEATON, ILLINOIS

Along the Media Path

The **Miami News** won three top awards for color reproduction in the Southern Newspaper Publishers Assn. color contest. The *News* won the Sweepstakes Award, the grand prize for the best in the show; first place in the four-color category, and honorable mention in the two-color category.

• For the third straight year **Western Metalworking,** Los Angeles, has won a top story award in the annual California State Fair press-radio-tv awards. The magazine was awarded a silver medal "Oscar" for its 24-page article, "Metalworking in the West for Soaring Sixties—Metals Technology," which appeared in January.

• The **Evansville Sunday Courier,** Evansville, Ind., published its 1960 Progress Edition on Aug. 14. The special edition, published in 15 sections, carried a record 252 pages and contained 351,386 lines of advertising.

• The **Washington Daily News,** Washington, which previously promoted the slogan, "T-Day (Travel Day) is Wednesday in the *News,*" will move its weekly travel sections to Tuesday, effective Sept. 20, to permit a higher proportion of editorial space and insure a center-spread for pull-out special sections.

• The **Roanoke Times** and **World-News** will present a film presentation of a new market brochure, "The Newspaper Market Yardstick," in Atlanta, Baltimore, Chicago, Detroit, New York and Philadelphia during September and October. Copies of the market brochure, "Roanoke Newspapers Reach More People Than 100 of the Top Metro Markets," are available from the *Roanoke Times* and *World-News,* Times-World Bldg., Roanoke, Va.

• **Chilton Co.** has published a 44-page booklet, "A Guide to Chilton's MAP," which lists specific marketing aids available from each of its publications and gives details of its Marketing Assistance Program. Copies are available from Chilton Co., 56th and Chestnut Sts., Philadelphia 39.

• A booklet listing 92 restaurants throughout the country that are receiving the 1960 *Holiday* Awards is being sent to advertisers, agencies and the press by **Holiday.**

• At a luncheon meeting marking its 40th anniversary, **WWJ,** Detroit radio station, awarded eight $1,000 scholarship grants to four of Michigan's leading universities, in an effort to encourage more college students to select broadcasting as a career. The 1961-'62 school year awards will be awarded to students studying radio or television with either a commercial or educational broadcasting career in view at Michigan State University, University of Michigan, University of Detroit and Wayne State University.

• For the second consecutive year, the **Los Angeles Mirror** won the Gold Medal in the California State Fair judging of articles in metropolitan daily newspapers for its five-part series on "Our Welfare Scandal."

• "The Old Pueblo Explodes into a New El Dorado," a market study on Tucson, has been prepared by and is available from **KVOA-TV,** 209 W. Elm, Tucson 8.

• **"Consumer Panel Report on Paint, 1960,"** a study on consumer preferences and practices with paints, has been published by **Good Housekeeping** and is available from Lorna Opatow, Research Director, *Good Housekeeping,* 57th St. and 8th Ave., New York 19.

• More than 40 buys in July have sparked the pre-fall billing upswing of **KYA,** San Francisco. Recent buys include Pacific Plan, M.J.B. Coffee, Squirt, J. C. Penney Co., California State Tire Dealers, Double Cola, Salton City Investments, Jim's Donut Shops and Miller High Life beer.

• "NBC Daytime TV Values," an analysis of audience size and characteristics in comparison with ABC-TV, has been published by **NBC Research.** Additional information may be obtained from NBC Research, 30 Rockefeller Plaza, New York 20.

• A Prize Wagon Party, in cooperation with local merchants, is currently being sponsored by **KLFY-TV,** Lafayette, La. During the week 36 prizes are given away, plus a final grand prize at the end of 13 weeks. Customers drop cards with their name and address in PWP boxes, which are placed in participating merchants' stores. Each week the boxes are collected and winning cards are drawn from each box "on the air." Following the drawing of the 35 names, the winning names, together with the remainder of the names from the boxes, are placed in a revolving drum, from which the weekly grand prize winner name is drawn.

• More than 100,000 viewers attended the two-day open house, held Aug. 20 and 21 by **WTVW,** Evansville, Ind., to celebrate its fourth anniversary. Featured at the open house were seven elaborate displays representing the station's key new fall shows.

• **Department of New Laurels:**

Field & Stream reports that it achieved the highest circulation in the history of outdoor magazines for the first six months of 1960, with an average of 1,131,885 total paid circulation, a 7% increase over the first six months last year. Advertising revenue of $1,862,468 for the same period showed a 9% increase over the first half of 1959.

Circulation of **House Beautiful** for the first six months of 1960 reached a new high of 844,402, a 17% gain over the comparable 1959 period.

Ziv-UA reports 1,080 market sales for the coming season, an 18% increase over the 887 market sales recorded in the comparable 1959 period. #

'Globe & Mail' Opens Office

The *Toronto Globe & Mail* has named Anthony Psychopulos manager of its new London advertising sales office at the *Times,* Printing House Square, London E.C. 4. He formerly was on the advertising staff of the *London News Chronicle.*

Henderson Mfg. Names Hall

Henderson Mfg. Co., Manchester, Ia., manufacturer of bulk feed bodies, tanks and various farm equipment, has named Hall, Haerr, Peterson & Harney, Jefferson City, Mo., as its agency.

What's all the shooting about!
Animated TV commercials created and produced by our staff of top experts in our Hollywood Division.
FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 5539 Sunset Blvd.

WeeReBeL says:
"I'll climb a
BRAND NEW TOWER
to bring WRBL-TV more coverage!"
WRBL-TV will soon beam to its prime Southeastern market from a new tower more than twice its current height above average terrain. At the same time WRBL-TV will switch from channel 4 to channel 3*. The combination of the new tower and new channel will boost WRBL-TV's total Grade B audience to more than 193,895 television homes in 55 counties of Georgia and Alabama! And when you consider that the Columbus Metropolitan Area *alone* is Georgia's second largest market with the highest per family income in the state, it's easy to see why Columbus and WRBL-TV are "sound buys" in the marketing plans of more and more top companies!
Call Hollingbery for choice availabilities.
*Target date is September 15, 1960
1293' above average terrain
GEORGIA
COLUMBUS
ALABAMA
COLUMBUS, GEORGIA
WRBL TV Channel 3
Represented by George P. Hollingbery Company

This Week in Washington . . .

Stop 'Nit Picking,' Help Clients Grasp Robinson-Patman, Kintner Tells Bar

By Stanley E. Cohen
Washington Editor

WASHINGTON, Sept. 1—If you think Federal Trade Commission Chairman Earl Kintner talks tough when he talks about advertising to advertising groups, you should have heard what he had to say about his own profession—lawyers—when he was before the antitrust section of the American Bar Assn.

During 12 years in FTC work, he has had to plow through many a learned paper on what's wrong with the Robinson-Patman antiprice discrimination law. This week he told the bar association that R-P is nowhere near as bad as lawyers say, and that everyone would be better off if lawyers would stop their "nit picking" and put more effort into teaching their clients how to live with the law.

This is a speech which has been germinating in Kintner's mind for a long time. He thinks a sensibly administered law against discriminatory promotion benefits and sales terms makes sense. While R-P admittedly hasn't been effective in the 24 years since it passed, he thinks it is mostly because it has never really been enforced.

■ This particular passage from Kintner's speech won't advance your knowledge of the R-P Act very much, but it illustrates the spirit that he put into his bar association speech:

"The R-P Act has produced, for those able to see it that way, one of the greatest shows on earth," he complained. "Symphony, ballet, opera, theater or circus—none provides a suitable metaphor with which to characterize the debate and the cast of characters participating.

"At bar association meeting after bar association meeting, the sophisticated white shirt lawyer does his nimble job of discrediting the act or its enforcement. In review after review, the academic community finds much time to judge, but too little time for constructive proposals.

■ "The tough anti-trusters find the act anti-competitive in effect when misunderstood and foolishly administered. The courts and commission debate fine points of statutory construction with yards of words from the most intoxicating of all make-work to legal argument—legislative history. The Congress, its committees and their staffs are pushed and hauled and tugged toward exceptions, extensions and repeal by a crippling confusion of proposed amendments."

■ The immediate reason for his Dutch uncle talk to the bar association is that R-P is being enforced now on a massive scale. As recently as three years ago, enforcement was on a craftsmanship basis, and the investigating workload involved about 250 cases. Now FTC has invented mass-production techniques. On June 30, 1960, over 2,000 potential R-P cases were in the mill.

With so many companies due for trouble, Kintner warned the bar association: "I believe that some of the carping and sniping and moaning and groaning by clever and hardworking members of the bar could be more profitably turned toward seeking further education of the business community to its responsibilities."

While the lawyers bicker, he contends, business men become confused. "The pea packer at the peak of the packing season does not need a learned polemic over the objectives and the marginal statutory inconsistencies of Section Two of the Clayton Act," he said. "He needs to understand the basic concepts of discrimination in price and discriminatory promotional allowances. He needs help to understand these basic requirements and to form habits in his business practices."

■ FTC investigations demonstrate that questionable promotion allowances are accepted practices in many fields. The fact that everyone's doing it in no way justifies some of these outrageous practices, Kintner told the lawyers. "We need to eliminate violations of the statute where illegality is obvious. We need to erase what competitive inequities there may be between those who take their responsibilities seriously and those who do not."

FTC's new investigate-by-mail technique is a potent factor in the developing crusade to clean up the promotional allowance situation. Hundreds of companies, on an industrywide basis, are being required to file statements reporting all the promotional money they pay or receive. It's quick, inexpensive and efficient, but some companies complain that it represents illegal search and seizure.

■ At the bar association, Kintner took the position that corporations have no constitutional immunity from self incrimination.

For lawyers who want to give some sound advice to their clients, Kintner called attention to R-P "guides" which FTC recently issued, spelling out promotional allowance hazards in layman's terms. Sometime in the future, the commission may have to rule on some of the marginal points the lawyers like to debate, he said, but for the moment "the crying need is for a campaign against simple and obvious violations of law."

■ Kintner even managed to put his appeal on a cash-register basis. "Those who continually claim 'it will never fly' will certainly be last in line for a ride in a new machine. Those who continue to claim that the R-P act is unenforcable or ruinous to legitimate business competition may be sadly disappointed. #

Curran to Scholastic

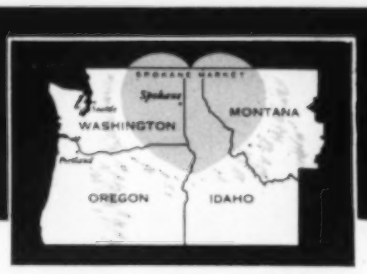
William J. Curran, formerly with B. F. Goodrich Co., has joined the advertising sales staff of *Scholastic Magazines*, New York.

Keyed Coupon Returns

Many food advertisers are taking a new hard look at their newspaper schedules in New York.

Keyed coupon returns in case after case show that the Mirror's returns are far ahead of any one of the three evening papers. Often they are better than two combined.

Make The Mirror a MUST!



People, Income, Sales Make the Spokane

the heart of the Pacific Northwest

Any way you measure the total Spokane Market . . . by its people, income or sales . . . the figures greatly exceed its metro data. It's a market that is truly 4 times as big as it looks!

The Spokane Market is the heart of the Pacific Northwest. It includes 36 counties, parts of 4 states. Its net effective income exceeds $2.1 billion. $1.4 billion are spent at retail annually by more than 1.1 million residents – that's more people than live in any but the nation's 14 largest metro areas.

Surrounded on all sides by giant mountain ranges, these people are an independent cultural-economic unit. They look to Spokane as their social and trading center. The city is Washington's second largest, and it is 300 or more miles from other cities of comparable size. Spokane is the focal point, the "big city" of the area.

Coverage of this big, rich market by advertising placed in coastal newspapers is impossible. The most effective, economical way to sell the million-billion Spokane Market is with The Spokesman-Review and Spokane Daily Chronicle. They're a one "Newspaper-Buy" – an "A" schedule *must* if you sell in the Pacific Northwest.

"When your business is located here you realize the tremendous size of Spokane's outside market."

Fred B. Utter, Jr.
secretary-treasurer
Utter Motor Co.

METROPOLITAN SPOKANE

Automotive Sales – $70,533,000

The Spokesman-Review and Spokane Daily Chronicle reach more than 9 out of 10 families.

RETAIL TRADING ZONE*

Automotive Sales – $155,522,000

The Spokesman-Review and Spokane Daily Chronicle reach 7 out of 10 families.

36-COUNTY SPOKANE MARKET

Automotive Sales – $262,001,000

The Spokesman-Review and Spokane Daily Chronicle reach approximately 5 out of 10 families.

Combined Daily Circulation Over 160,000 – 86.41% UN-duplicated

*24 complete counties shown. Latest data, with exception of circulation, unavailable for parts of counties defined by A.B.C.

Spokane is a Burgoyne Grocery and Drug Test City.

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Cover the Inland Empire like the sunshine

Advertising Representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week Magazine.

Volkswagen Opens Advance Counterattack at Detroit's Forthcoming 'Imitative' Trucks

NEW YORK, Sept. 2—Volkswagen of America will unleash some hard-hitting competitive advertising for its economy truck this fall in a $500,000 campaign scheduled over nine weeks.

This will be the biggest truck promotion ever mounted in the U.S. market by Volkswagen, and it is designed to steal the thunder from Detroit manufacturers—Ford and Chevy—which reportedly are preparing to introduce lighter-weight models to compete against the hot-selling VW panel delivery truck.

The kickoff ad—a color spread in the Sept. 12 *Life*—tweaks Detroit's nose with the headline, "This is the shape of trucks to come," and copy arguing that VW's design "makes so much sense that it will not surprise us if future trucks made use of these basic principles."

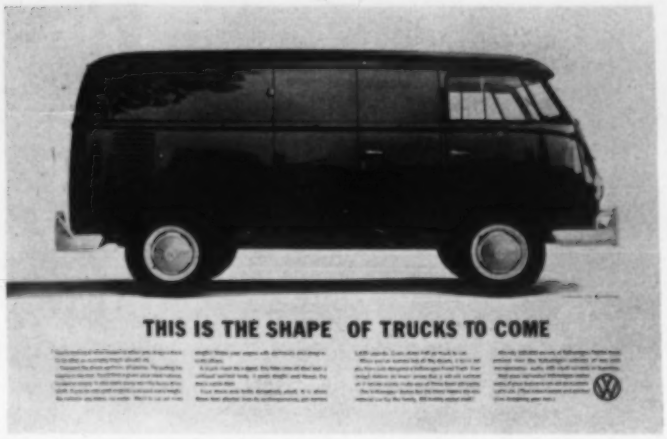
These "basic principles"—to be promoted vigorously in this campaign—center about Volkswagen's low-cost operation. The second ad in the fall campaign superimposes a Detroit one-ton truck on the smaller VW model and then hammers home the sales message with this copy:

■ "We admit it. A standard one-ton truck carries 170 lbs. more than a VW.

"But if you can squeeze by with 1,830 pounds of payload, look what a difference a Volkswagen can make.

"Instead of a bulky giant, you'll be driving a nimble, sharp-cornering truck that knows how to keep out of traffic jams. An empty one-ton truck weighs more than a Volkswagen fully loaded (about 4,200 pounds empty to VW's 4,079 pounds, fully loaded).

"You can operate two Volkswagen trucks for what it costs you to operate a single standard one-ton truck."



VW CHALLENGE—*Terse, reason-why copy argues for the Volkswagen economy truck in spread scheduled for the Sept. 12 Life, kickoff ad in $500,000 fall campaign. The ad implies that Detroit imitations are on the way: "The Volkswagen Sedan led the trend toward the economical car for the family. Will history repeat itself?" Fuller & Smith & Ross is the agency.*

■ The VW economy truck sells for $1,895 at East Coast ports-of-entry. Some time during this month the 100,000th Volkswagen truck will be sold in the American market. The company sold 30,159 trucks last year and expects to sell 36,000 this year, giving it a 6% share of the light-duty truck market (up to 6,000 lbs.).

The $500,000 fall budget will be split 50-50 between Volkswagen of America and dealers and distributors. Fuller & Smith & Ross, the agency for Volkswagen trucks, has prepared for distributors and dealers a complete package of tie-in advertising materials, including newspaper mats, direct mail pieces, showroom displays, sales booklets, radio-tv scripts and a publicity kit.

■ In forwarding these materials, the marketing company told the dealers:

"As you probably know, a Detroit manufacturer will introduce a truck much like the Volkswagen in October. Another competitor will follow in November or December . . .

"We know, from advance reports, that the Detroit versions will not be competitive with Volkswagen in either economy of operation or in workmanship. Their introductions will help our markets . . .

"Now is the time to tell the business men and the general public that VW pioneered the concept of economical transportation in trucks—as well as cars . . . Increase your advertising budget in order to capitalize on this campaign."

■ The $250,000 national print campaign by the parent company covers, in addition to the opening *Life* spread, a spread in *Business Week;* a spread in *Fortune;* a spread and one page in *Nation's Business;* a spread in *Newsweek* and one page in *Newsweek's* West Coast edition; a spread in *Time,* and a spread and one page in the *Wall Street Journal.* The biggest schedule will go into *U.S. News & World Report,* which is getting a spread and five full pages. #

Quaid Moves Offices

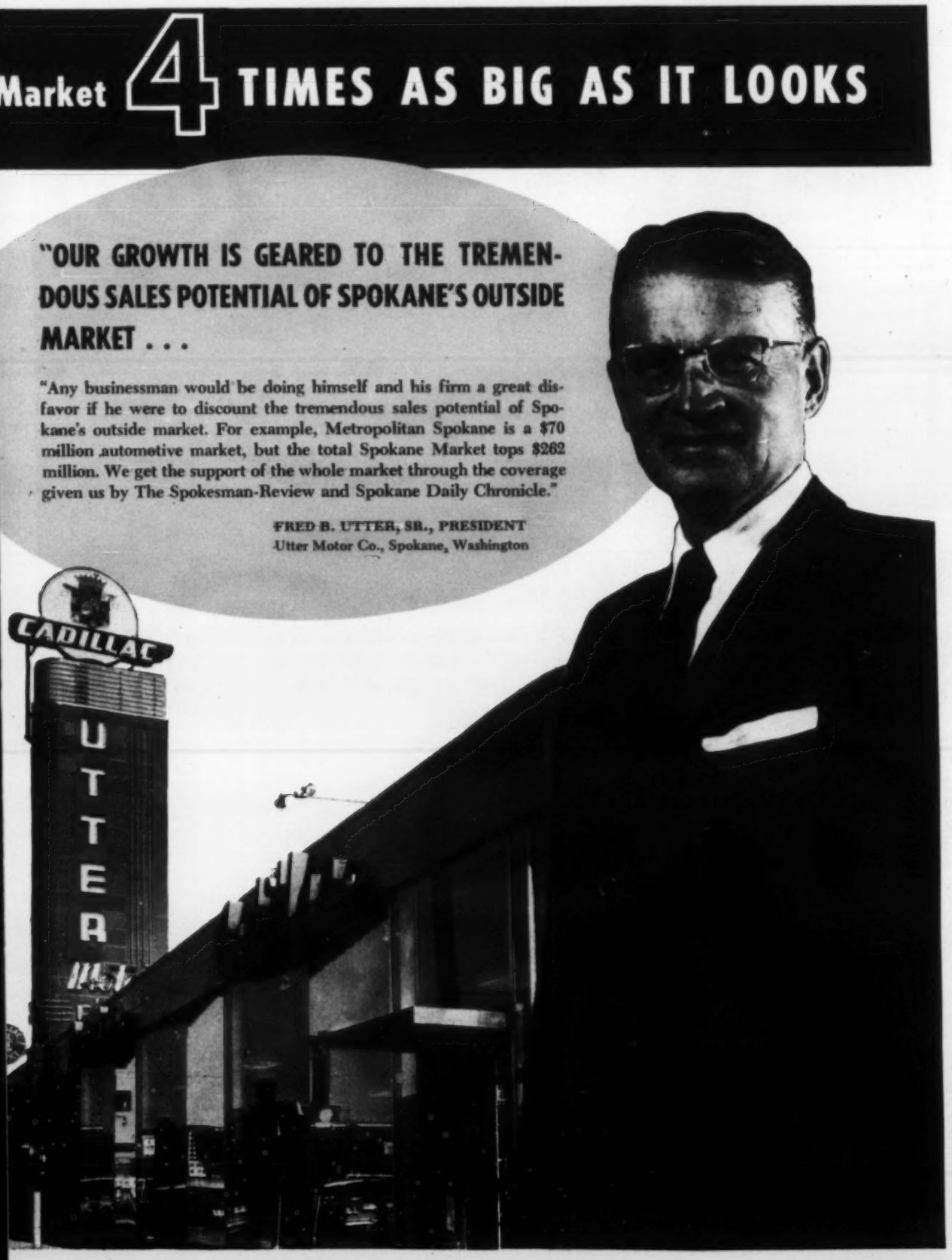
Quaid Advertising has moved to larger quarters at 230 N. Michigan Ave., Chicago.

Market 4 TIMES AS BIG AS IT LOOKS

"OUR GROWTH IS GEARED TO THE TREMENDOUS SALES POTENTIAL OF SPOKANE'S OUTSIDE MARKET . . .

"Any businessman would be doing himself and his firm a great disfavor if he were to discount the tremendous sales potential of Spokane's outside market. For example, Metropolitan Spokane is a $70 million automotive market, but the total Spokane Market tops $262 million. We get the support of the whole market through the coverage given us by The Spokesman-Review and Spokane Daily Chronicle."

FRED B. UTTER, SR., PRESIDENT
Utter Motor Co., Spokane, Washington



Selling Television Sets?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene
PITTSBURGH, PENNSYLVANIA

During the next seven days no possible combination of current weekday magazines will reach as many families in more than 65 key market areas, as next Sunday's...

PARADE

PARADE . . . The Sunday Magazine section of strong newspapers throughout the nation, reaching ten million homes every week.

Advertising Age

Feature Section

Making an Agency Pitch Stand Out

Will Machines Make Original Decisions?

Simple Cutting Job Adds Fillip

Newspaper Makeup Gets a Slap

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Tossing a Few Curves at Promotion Men . . .

Agency Man Questions Value of Much Media Promotion; Has Some Suggestions

By Robert J. Rice
Account Executive, Bert S. Gittins Advertising, Milwaukee

When you stop to think of it, building a media schedule is a lot like picking the right line-up for Saturday's big game.

Right now, at this moment, you're the head coach of a leading university's football squad. One of your veteran players has just come to you during practice, with something of a swagger, and said, "I'm in peak shape, Coach, I can outrun any end on our whole squad."

After practice, another player looks you up for a private word: "About that new halfback they're going to play against us Saturday, here's something that might work. I played against that fellow several years in high school and just remembered a quirk in his ball carrying. If you manage to tackle him high on his left side he'll almost always fumble. Seems to have a touchy spot there. If I happen to be in at left end I believe I can hit that spot once in a while."

If both players had looked about equally good in scrimmage, which one would you be inclined to put in at left end Saturday?

■ Now just consider that those two football players are media, making their pitches to the coach who happens to be the schedule-builder for an advertising account. Like all coaches, this one wears an often-furrowed brow trying to plot how to come off with a winning season—a nice increase in sales volume for his client. He decides who will best run the marketing strategy plays from what he studies in the practice and scrimmage of media promotion and personal selling. Who will play a full 60 minutes? Who will play only three or five minutes? And who will sit on the bench? That's what the coach must decide from the performance he sees. Make it difficult for him and you may be the one to sit on the bench.

The football player in our little story who knew the vulnerable spot of an opposing halfback represents the medium which can save non-productive time and costs for an agency schedule maker.

Feed the Coach Some Meaty Facts

Like many others, I'm yearning for the day when I'll have the chance to read avidly more media advertising like this:

YOU CAN SELL APPLIANCES BY THE CARLOADS WITH THE MILWAUKEE FORMULA
for instance . . .
4,100 CLOTHES DRYERS IN 39 DAYS. . .
ALL IN THE MILWAUKEE UTILITY SERVICE AREA . . .
IN ONE MANUFACTURER'S TEST OF ONE SPECIAL MODEL

(followed by brief copy highlighting the procedure). This page message, firmed up with specifics, appeared in the advertising press not long ago.

Then there was the recent booklet, "How You Can Penetrate to a Farmer's Checkbook with Straight-Line Advertising." It presented an entire technique on how to penetrate to a farmer's full attention and move him to buying action. According to the report of the farm paper publisher who issued this promotional piece, it pulled more attention, and business, from schedule makers than ever before in his history. This may be a sample of what can happen when your promotion offers some concrete working tools.

Turning a Sales Pitch into a Touchdown Pass

When it comes to sales pitches by media reps, I'm ready to sit still and listen intently to some like this:

"We've been studying your advertising on the X account for some time. We say it sincerely, not as flattery, that we like your selling ideas and approaches. They're among the soundest and most intriguing of all the leading advertisers in the field. We are particularly impressed with your use of big product-action photos together with insets of feature closeups in line technique. In fact, we've talked this over and feel this kind of presentation could have great possibilities for multiple impact in our publication. Here may be an idea to think over. You might run on one page a group of the large action photos and head it something like 'News and Views of Costs on the Way Down.' Make it look like a new department in our book and drop in the word 'advertisement' at the top, of course. Then on a following page you might run another department-like page headed something like 'Keys to Cost Reductions You've Just Seen in Action.' This one could carry a group of the closeup line drawings of features, keyed to the action photos shown on the earlier page. We're positive this would catch the eyes of our action-and-answer-hungry readers. And, it would certainly capitalize on our working style of format."

■ Is this overstepping the bounds of a media man's function and prerogatives? I don't think so. I'm sure I would drop this idea in the pot to simmer . . . and find time to see this man the next time he came around. He seems to be thinking about my problems as much as he is about his own medium.

I can keenly remember setting a date in about one minute with a media salesman who called long distance: "Do I understand correctly that you are looking for ways to expand distribution for Y account in our area? . . . I believe we have just the right thing to do it for you. It's new and is being considered very seriously right now by blank account (a non-competitive advertiser)." In his very first sentence this rep was on my side, helping face my situation. He was not merely calling to give me a flash about some red hot availability which I should know dang well was too good to turn down.

Some Space and Time Explorations

Media missiles in the form of promotions by space, radio and tv can be sharpened in target pinpointing just as science is doing it during the soaring '60s. Here may be a few directions for trial launchings:

- More revealing studies on what happens when an ad or commercial in your medium hits the consumer. Evidence of his absorption and action.
- Market-in-action analyses . . . how goods are being sold today in your market . . . how different from last year . . . how the right strategy in your medium fits this picture.
- What is the measurable selling effect of horizontal media used in depth? Where is the no-profit limit?
- This is the optimum selling campaign in our medium—space or time, and frequency—with performance evidence.
- Why not make available the complete range of a medium's market data provided on punch cards or similar form for running through data processing machines by agencies. Number of cards provided should suffice for an adequate cross-section profile of the medium's audience. All media in the same field or class would use identical style punch cards. This could enable agencies to make detailed market analyses and comparisons—in minutes instead of hours.

These Tools Need Sharpening

- Radio and television station coverage maps in *uniform*, quickly-usable form. Why couldn't this be in the form of a working manual containing every station's coverage outline printed on thin, tough transparent sheets?

All would be made to the same geographical scale (or possibly two scales, for super-power stations, and for all others). These sheets should be scored for easy removal and positioning on large U.S., state or area outline maps which are bound in the back of the manual. This would permit any desired network or grouping of stations to be positioned at one time for a quick, graphic look and for presentations.

- It's way past time for radio and tv stations to get organized on a uniform and thorough basis for providing market facts to special class advertisers such as agricultural. Not many of those who presently solicit farm accounts have any idea how many farms they cover or the total farm income in their area. And certainly few provide the essential facts such as total production of all major crops and livestock and ownership of major equipment for farm production.
- Many an hour, many a gray hair and bald head might be saved if radio and tv would get together on a *uniform* basis for presenting volume and frequency discount tables and structures.
- Selling the human advancements brought on by advertising is an every-week job, not for just Advertising Week alone. In this industry, with its weakest of all public relations, there is a tremendous opening for the most creative and big-scale communications achievement of all time. Here is a challenge for all media to team up and launch a year-'round salvo of direct-hit rockets aimed at the heart of public consciousness.

CAN MEDIA ADVERTISING DO MORE OF THIS?

- 1. Point out how current marketing problems are being solved—with the help of your medium's particular advantages.
- 2. Present some new techniques on how your medium can cut the cost of making a sale.
- 3. Research and reveal more about what can happen when my client's kind of advertising hits your audience.
- 4. Occasionally admit what a fine selling team your medium makes *in combination with* others.

AND LESS OF THIS?

- 1. Thump chest repeatedly about being first, best, biggest, strongest. Don't ever forget there are millions of ball fans back in the hinterlands who rejoiced at seeing the over-complacent New York Yankees get knocked off!
- 2. Hold to the tiresome old refrain that your medium is the only one needed for complete sales success.
- 3. Take the stand that you have all the best readers, listeners or viewers in the field.
- 4. Reveal so patently the ignorance of advertisers who don't seem to know they'll lose their shirts if they omit your medium in "this juicy market."

CAN MEDIA PITCHES DO MORE OF THIS?

- 1. Speak with real knowledge of the target account. Study its strengths and weaknesses before calling.
- 2. Explore the possibility of solving a problem for the agency—by thoughtful use of your medium—maybe a special technique.
- 3. Point out some recent news, significant to the advertiser's field or product, which has been carried by your medium. Remember, the average agency laborer can't quite keep up with the content of several hundred media and still stay on top of his job.

AND LESS OF THIS?

- 1. Merely make a quick check to see if you are on the schedule, or will be.
- 2. Imply by tone or innuendo that the schedule maker is overdue on the psychi-

atrist's couch, upon finding you are not on the schedule. Remember, some players are in the game only a few minutes and some sit this one out on the bench.

• 3. Bring out the universal survey to prove "beyond a doubt" that your medium is preferred above all others in the field.

• 4. Lean on the last ditch—knocking your competitor.

Lighten the Load and Boost the Results

It's likely that most media men have heard of the nibbling factor of costs in the agency business. That overhead mounts with the ever-increasing detail of media data and promotion. Every extra hour required by agency account and media people, for careful building of schedules, adds to somebody's costs—either the agency's overhead or on the fee billing to the advertiser.

The great potential is this. You may prepare a promotional ad or make a *creative* call on an agency today that can save that agency an hour or two of staff time. If the system works for one agency, it might do the same thing for hundreds of others! The cost-saving potential is intriguing when you stand back and visualize the hidden power of the estimated hundred million dollars a year spent by media on promotion and sales. The beauty of it is that the benefits could spread in all directions in the ad business. The efficiency and results of *your* individual selling job could well multiply many times—at the same time it is saving time and money for your target agencies.

That cost-saving potential, of course, depends directly on how creative you are in presenting market and media performance data. And, how good you are at gauging the agency's current marketing and campaign problems.

▪ Do I hear some rumbling in the back rows that all this guy wants is to have media take over his marketing and research job while he spends a little more time at the 19th hole? "He sure is dreaming if he thinks we're going to devote some of our profit (from that last rate increase) to agency educational purposes."

Not at all. This is merely a voice in the wilderness doing a bit of wailing about the sheer waste of industry resources in a great mass of today's media promotion. How about giving the coach a few solid tips on how to win the game!

Agencies Ask Us . . .

What Price Personalization in New Business Procedure?

By Kenneth Groesbeck
Advertising Agency Consultant

"Can't you give us something new with which to sharpen up our new business operation?" This appeal, from a Kentucky agency, tells us again how pressed agencies are for effective devices in their own promotions. Almost every agency, these days, spends considerable time and money trying to bring in additional billing, which means that all prospects in every area constantly receive letters, printed matter, phone calls, carrier pigeons, and whatnot from aspiring agencies, and most of this material is given too little attention. Is there any sure-fire method to make an agency pitch stand out favorably from the crowd?

Kenneth Groesbeck

Yes, I think there is, although, like most good things, it is expensive. This approach is what might be called "personalization."

This method, which tailors the approach to the individual prospect, is feasible only when applied to a few advertisers. It cannot be used in shotgun fashion. Obviously it is rifle shooting. It may well, however, be carried on as a special division of the agency's promotional activity, in addition to whatever general publicity is being done.

The trick is to send the prospect material applicable to his company alone, but which goes much further than the well-known device (itself effective) of hand-lettering the prospect's individual name on the material.

This particular device involves the use of the candid camera.

It sends the client photographs of his own merchandise being bought and being used. Nothing, but nothing, as Gimbels says, will hit the advertiser harder. It absolutely guarantees favorable attention.

Suppose you want to add a food account to your billing, and that ten advertisers in this category are represented in your nearby super. One day's work by a skilled operator with a fast 35mm camera should give you candid shots of all ten food producers' merchandise, on the shelves, under consideration by women, in the carts, on the check-out counters.

You might even work the inquiring reporter slant, and get some reasons why from the customers themselves. This imitates the television technique of the sidewalk reporters who are always poking mikes under people's noses with "You, sir, what do *you* think?"

▪ If you get into this, remember that no such pictures may be used in advertising without written permission. However, they can be used for the perusal of the prospect without the difficulty of releases.

The cost of such a promotion applicable to ten possible clients might run from $10 to $20 apiece. That, however, is a good investment to insure interest and approval from an advertiser spending anything from $200,000 locally up to the big national food appropriations. The device is too expensive, usually, for one mailing alone. It is most feasible when you can collect, at one time, material applicable to ten or more prospects. Yet it is worth keeping in mind even for one possible client, if his size warrants it.

It is surprising that more agencies have not discovered the great advantages of the news camera, used not only for their own promotions, but also for data on the doings of their present clients. It is an exceedingly effective tool. Agencies are aware, of course, that there are organizations which will furnish photographs of all aspects of industrial operations. However, they have not waked up, it seems, to the value of such photography carried on by themselves.

▪ Another variety of personalization is the *information report* made by the agency on the field operations or goods movements of prospects. While second to photographs in human interest, few clients will overlook or cast aside agency reports on their own merchandise or service. The risky part is that the agency is seldom able to get all the facts, and any single inaccuracy makes such reports highly dangerous.

A third type of personalized report is that which comes under the general head of public relations. It aims to present to the prospective client the opinions of those who are important to his success. Such individuals include purchasing agents, distributors, both wholesale and retail, and actual retail buyers. Here great care must be exercised, since reporting such opinions with names given is an invasion of individual privacy unless written permission has been secured. And unless names and sources *are* specified, the report is worse than useless and is often suspect.

When agencies get to the point of actual presentations, they invariably tailor the material to the prospect's needs and interests. They are well aware of the fact that no general observations carry the weight of specific individualized findings.

They will do well to observe this principle, as far as may be feasible, in every approach to the prospect which they make in their own new business procedures. While the personalized pitch costs more time and money, it is invariably far more memorable and effective. Remember the last word in the universal human reaction to any appeal: "What's in it for ME?" #

The Creative Man's Corner . . .

Let's Be Realistic

What a pity that dog food advertising is not written by dogs. We just can't bring ourselves to believe that a dog would describe the flavor of the new Pard as "Lickin'-Good." Do *all* dogs drop their g's?

Copywriters in general are expected to use the product they advertise and know the market to which they are writing. Don't clients insist that copywriters on dog food accounts live a dog's life for a couple of weeks? Occupy a dog house? Operate at the end of a leash?

We should think that if a copywriter's wife mixed him some dog food for breakfast every morning—and again for dinner at night—and made him lap it up out of a dish on the floor, without benefit of knife or fork, he might be able to describe its attributes in a fashion much more convincing and realistic than this. And we speak with all the authority of a real old dog.

Wurf! Wurf! Nobody going to take us for a walk? We got a real yen for a fireplug. #

Employe Communications . . .

When the Costs of Benefits Go Up

By Robert Newcomb and Marg Sammons
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Every management negotiator knows that, at the bargaining table, one of labor's traditional demands is for juicier employe benefits. These demands for increased benefits are normally presented apart from demands for a wage increase; accordingly the rank-and-file union member tends to concede that the wage increase is cash out of the company till but thinks that the boosted benefits don't cost the company a dime.

The method of paying for benefits, of course, varies. In some companies the whole burden for hospitalization, for example, is carried by the employer; in others the costs are shared on some pre-

on the week following the convention, when all three networks were back in show business, here's what happened:

	Average Rating*	3 Net. Share of Audience*
ABC-TV	13.1	36.7
NET Y	12.2	34.2
NET Z	10.4	29.1

*Source: Latest rated week Nielsen 50 Market TV Report, average audience, week ending July 24th 1960, 7 nights 8:00-10:30 PM Mon.-Sun.

ABC TELEVISION abc

arranged percentage basis. But actually, few employes stop to consider that an increased benefit in hospitalization can add —in larger companies—thousands upon thousands of dollars a year to the cost of a corporate operation. Some employes resent being reminded that any added cost to the management must come out of profits, because the word has a nasty ring.

▪ Quite a few managements openly burn over this apparent lack of appreciation on the part of certain employes. They feel that the employes, having been granted a boost in benefits, should be properly grateful to the management. Companies generally feel that, no matter who actually won credit for the benefit, it's the companies that must pick up the tab for it. In short, managements tend to feel, the employe could at least say, "Thanks."

When costs of benefits rise, as they are doing, and the employe share of the costs rise with it, some employes suspect management itself is responsible.

For these misunderstandings on the part of employes, and for certain demonstrations of employe ingratitude, management may indeed take some of the blame. If the employes remain unaware of the reasons for rising benefits costs, then somewhere along the line management has failed to make itself clear.

▪ If a company wants employes to understand and appreciate the significance of employe benefits, then it would be wise to use its tools of communication to present the facts, not once a year but repeatedly. If you don't tell them the answers, in short, don't expect the employes to guess them.

Recently the Detroit Edison Co. went openly to its people with a discussion of the reasons behind the rising costs of hospitalization, surgical and in-hospital medical insurance. At Detroit Edison, employes pay half the cost of these premiums and the company, the other half. Because of rising costs, the insurance group handling the policies was obliged to increase costs. The company clearly explained it. In an illustrated two-page article in the employe magazine, employes had a quick look at causes; they were invited to study comparisons of costs between 1955 and 1959, for hospital, surgical, in-hospital medical, room and board and other services. For example, in 1955, about $920,000 was paid out for about 4,660 claims—an average of $197.70 per claim; four years later more than $1,379,000 was paid out for 4,930 claims—an average of $279.90 per claim.

Average room and board at hospitals went up nearly $4 a day in the period; additional services rose nearly $3. Surgical claims averaged $61 in 1955 and $63 four years later.

Employes understand this. When the company comes forward with facts and statistics in this way, there is little room left for doubt or debate. The accusing employe finger gets wagged when the company says nothing; the employe seems to be ungrateful only when he doesn't understand fully the need for his gratitude. When those situations arise, let the employer look to himself for the remedy. #

Heart Attack—and After

One of the admen who has been through it is Bill Arter, vp and creative director of Byer & Bowman Advertising Agency, Columbus, O. He believes that not only laborers in the advertising vineyard, but top management as well, would profit by knowing what to expect when the blow hits, and offers this report as a preconditioner for both the victim and his associates.

By Bill Arter

Well, *I've had it!*

I've had the heart attack that, as an advertising man, I've been half expecting for the last couple of years. And I've learned a lot.

When I came back from the fuzzy land of sedation and hissing oxygen I remembered, first, one of the last things I'd read at the office. It was the program for an upcoming Four A's convention which was to include a timely novelty—a speech by a heart specialist. He was going to, and I presume did, tell us agency folk how to avoid one of our occupational diseases. I missed it (the speech, not the disease) but I've picked up a few pointers on my own that may interest my colleagues.

I certainly cannot pose as a coronary (for the "corona" of arteries around the heart) expert. But I can report a few first-hand observations for the edification and, perhaps, the comfort of those who haven't been there. It is understood, of course, that most of my conclusions are based on an extremely small sample —me.

▪ The attack is likely to be rough, but no rougher than other pains you've had. The scare is worse. Especially after you've concluded it's a coronary. Fortunately there's a handy home remedy that will help dilate your arteries and relieve the pain. It's alcohol. My doctor's advice, as given over the 'phone to my wife, was, "Give him a healthy slug of whisky and keep him warm until I get there." You can't be too abusive about a disorder that begets such a prescription.

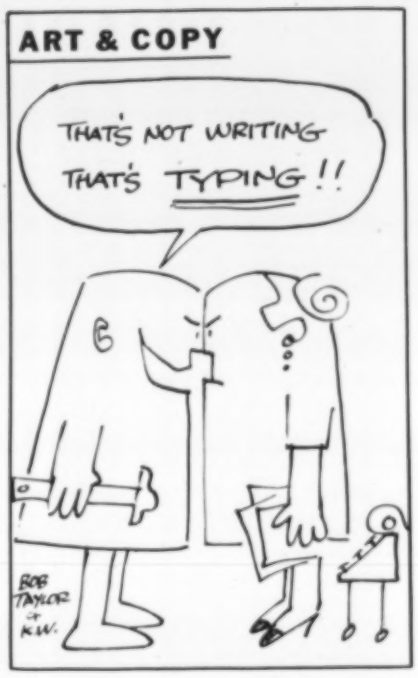
Other and more sophisticated chemicals will soon take on the task of easing your pain, "thinning" your blood, and revving up your heart. In the meantime you have learned for sure that it wasn't indigestion, intercostal neuralgia or any of the other things it might have been. The electrocardiogram will have shown it was a genuine coronary. By this time the nice chemicals have fixed it so you don't care much one way or the other—which is good.

▪ At this point you have two options: to die or not to die. Other people are doing most of the worrying—which is good. If you die they are going to do *all* the worrying. That's not necessarily good for them but fine for you. It's one time in your life when your life is literally in the hands of your doctor (aided by whatever natural fighting ability your heart has). If you were taking an interest in things you'd be interested in some of the facts and statistics you'll hear later:

Item: From 70% to 90% of those who survive the initial attack will recover. The spread must represent the difference of opinion about what constitutes the first attack.

Item: Anticoagulants (to dissolve blood clots and keep others from forming) have prevented some hundreds of thousands of potential fatalities.

Item: Contrary to common opinion, the recovered coronary may be practically as active as in the past. If he had become as habitually sedentary as some of us, he will probably be urged to be considerably more active, after the long resting period.



Item: Since no one can state precisely why arteries get narrow enough to plug up (an occlusion) you can take your own choice. You may remember cringingly that you'd been breaking into the third pack of cigarets daily, and privately give them the blame. You may decide that your high animal-fat diet ambushed you along the old cholesterol trail, even though that theory is losing ground. As an advertising man you may, and most likely will, blame the "stress and strain" of your business, whatever that is.

Item: You may learn for the first time that the easygoing guy who seems most relaxed is a more likely candidate for a coronary than the excitable, pop-off type who is considered heart attack material.

Item: Enforced bed rest for a month or so and extremely limited activity for two or three more months is agreed procedure. In this period resourceful nature will widen by-pass routes to the heart and achieve "collateral circulation" to take the place of the old, blocked route. Curiously, the older the patient the less bed rest he needs because he has already established some collateral circulation.

▪ The last item, the length of your convalescence, is the one that will rock you and shock you the first time you hear it. Perhaps you announce flatly that you cannot be away from the office for any such ridiculous stretch. If so you will probably elicit no more from your doctor than a short, grim laugh and a macabre joke. In the end you will rest in bed the prescribed period. And you will resume activity in the infinitesimal increments that are allowed.

It's how soon you adjust to the inevitable (of course you still have the by-now distasteful second choice) that determines many things. It determines, for instance, how much your healing will be speeded by a relaxed mind. It determines whether you will occupy yourself with some (more or less) cheerful planning for your changed way of life. And it largely determines the creature comforts that will be yours in the hospital if you become known as a "good patient." This last deserves a whole handbook to help patients get the most out of their enormous hospital investments.

If you have a wife, you are almost sure to find her a pearl beyond price while you convalesce. She may say, when you praise her devotion, that she just can't face the prospect of housebreaking a successor; that you are to consider her efforts as entirely selfish. Whatever her motives, the results can be mighty important to you.

If your wife is *not* a good coronary companion and helpmeet, I pity you, because you will be seeing no other nonprofessionals for up to two months. A likely bonus for this closeness (I hesitate to use "togetherness") will be the intensive reacquaintanceship between yourself and your wife. This applies most particularly to advertising men in mid-career.

At the end of a certain number of weeks you will begin to exercise on a regular basis, starting with the enormous feat of dangling your legs over the edge of the bed. The first time a nurse steps into your room, chart in hand and asks, "Have you dangled today?," you are likely to stammer, wondering if they have changed the name for some of the things they expect of you daily.

▪ Your first steps, after an infinity of time, will be counted. Six or eight is a day's work, even for you who once played 72 holes of golf in a day. Climbing a flight of stairs will require almost as much training and prayerful preparation as a Mt. Everest expedition—and give you the same sense of accomplishment when you've made it.

You will eventually take the first wobbly steps toward resuming your job activities. Your doctor may be as drastic as the one who directed my friend to limit his first "day at the office" to five minutes, and to increase by five minutes each day until he was up to two hours. Other docs, mine included, are not so super cautious.

From the first you'll probably be permitted to carry odds and ends of work home from the office—to be accomplished at your own pace and without harassment. You can get a lot done and still get the required rest when you've eliminated 98% of your former outside activities.

▪ As you begin to pick up the threads of normal life, you'll have a couple of targets—"six months after" and "a year after." At the half-year mark you may be working up to a five-or-six-hour office day. You're most likely to if you can rest horizontally at midday. After a year, the magic interval, you'll expect to be almost as good as new. You'll have this information to guide you: The scar on your heart and the recently drafted arterial system has cut your horsepower somewhat. You won't have the reserve, to continue the automobile simile, to get away first at the lights or keep going at sustained high speed. But for most purposes you'll do nicely.

In the meantime you'll smile as each new encourager says, "My gosh, look at Eisenhower!" Each of them may doggone well be assured you've been sustained through many a dubious period by "looking at Eisenhower" and that's why —if for no other reason—you like Ike! #

AD-VERSE REACTIONS

"with charity toward none"

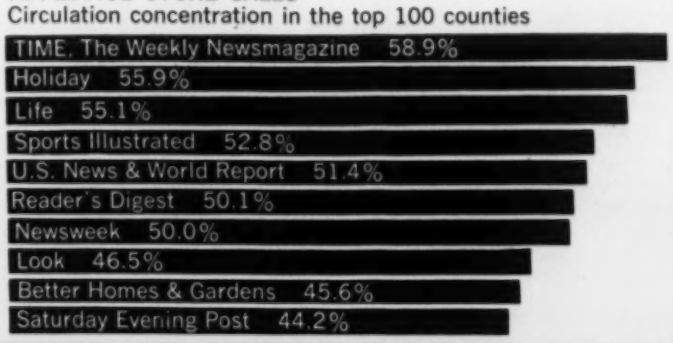
By Draper Daniels

Vice-Presidents

Vice-presidents come by the numbers in dozens,
The worthwhile, the worthless, the management's cousins.
Put his name on the door and sing out his praise,
To make a veepee costs far less than a raise.

CONCENTRATION AND COVERAGE: APPLIANCES AND HOME FURNISHINGS

FURNITURE, HOME FURNISHINGS AND APPLIANCE STORE SALES
Circulation concentration in the top 100 counties



Sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U.S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

More than 55% of all furniture, home furnishings and appliance store sales are made in just 100 of America's 3,070 counties. **In those top 100 counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.** Additional evidence that TIME gives you concentration and coverage, where it counts.

THAT'S

TIME

On the Merchandising Front . . .

Will Machines Give Us Original Marketing Concepts?

By E. B. Weiss

Is a machine—even the fantastic electronic "brain"—capable of arriving at *original* decisions?

Is a machine, in its deliberations, subject *completely* to instruction and control by man, or could it to some degree escape the control and guidance of the men who conceive and make and program them?

E. B. Weiss

These questions are not being raised by laymen. Neither are they being raised by contrivers of science fiction.

On the contrary, these very questions are occupying the minds of some of our foremost scientists. And, what is more, several great scientists do not advance these potentials as questions—they state them as probabilities.

■ It was some ten years ago that I first developed a layman's interest in automation; that was a bit before the term "automation" had even been coined. My interest had been fanned by a now famous book entitled "Cybernetics," authored by one of our foremost mathematicians, Norbert Wiener, professor of mathematics at Massachusetts Institute of Technology. That book was published some 13 years ago; I did not come across it until three years after initial publication.

My recollection is that the publishers had assumed that this profound work would probably have an extremely limited readership. But, by the time it came to my attention, even some lay people like myself were attempting to comprehend the profound theory constructed by Professor Wiener. As I recall it, I was capable of understanding only the first two chapters, and even these in only a very foggy way. A formal education, limited to public school, hardly equipped me for the remainder of this profound work.

■ But, as I've said, it was there and then that my interest was kindled in what we know now as automation, and as electronic data processing equipment, and as "electronic brains." And it was that continuing interest that led to my series of four articles in Advertising Age on the marketing implications of automation and electronic data processing, published in 1953. That interest has seldom flagged—as readers of this column perhaps have too ample reason to know.

As I look back today at the marketing predictions made in those four articles eight years ago, they seem so obvious. Yet, at the time, they appeared not merely improbable, but even rather ludicrous.

Similarly, I imagine that some will wonder how idiotic one can become when I ask such questions as those that introduce this column. Now the fact that I don't consider them to be silly is really of little importance. But the fact that great scientists are posing these queries surely should give any student of our society, of our economy, and of our marketing world ample reason for contemplative pause.

■ About a year ago, Professor Wiener presented a lecture before the committee on Science in the Promotion of Human Welfare. From that lecture he prepared an article that appeared in the May, 1960 issue of *Science*. It is from that article, with full homage to one of the great minds of the era, that I quote the following excerpts:

". . . I should like to mention a certain attitude of the man in the street toward cybernetics and automatization. This attitude needs a critical discussion, and in my opinion it should be rejected in its entirety. This is the assumption that machines cannot possess any degree of originality. This is often interpreted as asserting that a machine which man has made must remain continually subject to man, so that its operation is at any time open to human interference and to a change in policy . . .

"It is my thesis that machines can and do transcend some of the limitations of their designers, and that in doing so they may be both effective and dangerous . . . Machines act far more rapidly than human beings and are far more precise . . . they well may, and often do, transcend man in the performance of tasks . . . This means that, though machines are theoretically subject to human criticism, such criticism may be ineffective until long after it is relevant . . . By the very slowness of our human actions, our effective control of our machines may be nullified."

■ Later in this article, while discussing so-called "learning machines" capable of playing checkers, we come across this observation: ". . . in checkers they can show a marked superiority to the player who has programmed them after from 10 to 20 playing hours of working and indoctrination. They thus most definitely escape from the completely effective control of the man who has made them . . . they do unquestionably—and so say those who have played with them—show originality, not merely in their tactics, which may be quite unforeseen, but even in the detailed weighting of their strategy."

And then, in conclusion, we read: "We have already made very successful machines of the lowest logical type, with a rigid policy. We are beginning to make machines of the second logical type, where the policy itself improves with learning. In the construction of operative machines, there is no specific foreseeable limit with respect to a logical type, nor is it safe to make a pronouncement about the exact level at which the brain is superior to the machine . . ."

■ In making these few excerpts from a precisely evolved concept by a foremost scientist, I am sure I am guilty of extremely faulty transmission. However, perhaps I need not be quite so timid and even apologetic in quoting from the subhead of this article in *Science*; that subhead reads: "As machines learn they may develop unforeseen strategies at rates that baffle their programmers."

Now I assume that, in time, these machines will be employed, as some early types already are, in the world of marketing. And, I take it it is not at all improbable that, when applied to marketing problems, these machines may at times "transcend some of the limitations of their designers," and of their programmers, too. Whether "in doing so they may be both effective and dangerous," I, of course, have no means of knowing. But I fully accept these as both probabilities and possibilities.

■ In other words, the machine may pose marketing conclusions, marketing decisions, marketing theories that the mind of man has never contemplated. I am totally unable to conceive what the undesired consequences may be, but I accept without reservation that this can happen.

I also accept without reservation that the machine will be capable of making social and economic decisions that are extraordinarily constructive in the area of marketing which in no way will represent complete subservience to the programmer.

And I finally accept without reservation that the intelligent machine may be fully capable of giving marketing some aspects of science. When this comes about, we will look back at some of our current market research procedures and wonder how we could ever have rated them as scientific. #

The Peeled Eye Department . . .

You, Too, Cna Takl and Rwite Good

By Dick Neff

Just Look How Good WE Rwite!

"How to Speak and Write Like a College Graduate" was the glittering promise of a mail order ad our eyes stumbled over recently.

"Now, like thousands of intelligent men and women," read the copy, cavalierly omitting the usual adjective, *other*, and ignoring the hurt look in our eyes, "intelligent men and women who have not had college training in English, you can . . . speak and write like a college graduate without going back to school . . .

Dick Neff

"In only 15 minutes a day . . . you can build up your vocabulary, stop making embarrassing mistakes . . . gain new poise and confidence plus the respect of those around you . . .

"Just put your name and addrsess on a card or letter . . . The booklet will be mailed promptly with no obligation, of course."

Of coures. We feel more confidnet alreayd.

When It's Cherry-Bomb Festival Time in Calm Japan

"Fly JAL's new jets amid the calm beauty of Japan at almost the speed of sound," says the calm and beautiful Japan Air Lines ad you see here.

"Calm Beauty of Japan, indeed!" says Kent B. Kennedy, account executive at Campbell-Ewald Co., San Francisco, who spotted it at the time of the Eisenhower riots.

Kids! Here's How to Worm Your Way into Daddy's Heart!

John Caples of BBDO plucked this little garland from a page of want ads boys and girls were allowed to run free in a Mt. Kisco, N. Y., newspaper, "The Patent Trader":

> NIGHT CRAWLERS, perfect gift for Father's Day. One dozen hand-picked only 25¢. Let Dad enjoy his day fishing. Call Peter Boas, age 12 years, BRewster 9-4202.

Can't you picture the tender emotional scene when Pop finds a dozen hand-picked night crawlers waiting for him on his breakfast table? Kind of makes a man choke up.

Unwed Mother of the Year?

A recent correspondent whom we referred to questioningly as "The Mom of the Year?," we now find, is a lass by the name of Erika V. Bekey.

"Since I am not married," she writes, "this of course makes me 'The Unwed Mother of the Month,' a title I will hesitate to relinquish when my month is up. I am sure you will have a little trouble bestowing the title next month, so to simplify matters, why not make it 'The Unwed Mother of the Year.' "

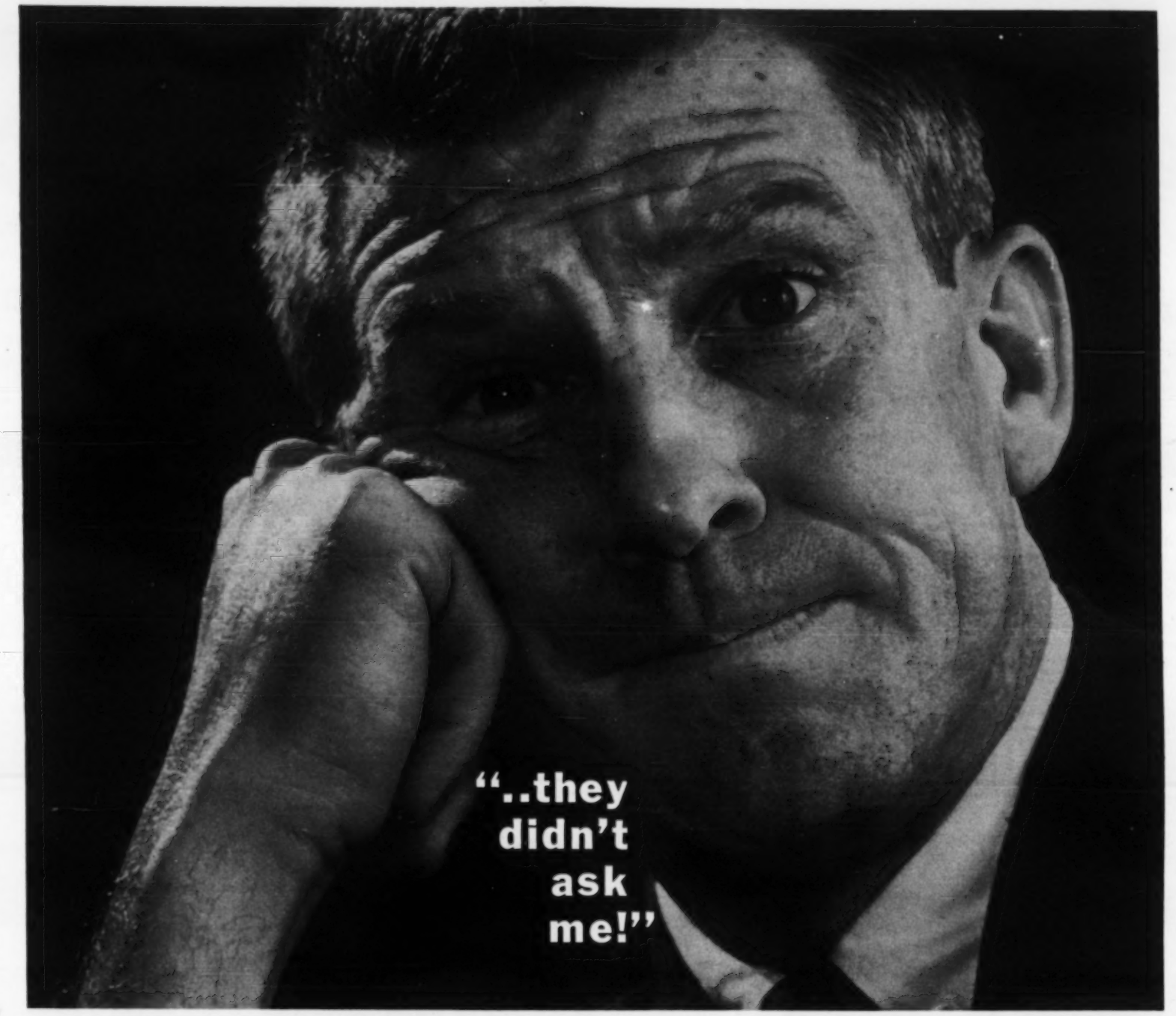
Which reminds us of a headline we saw in the health columns of our favorite newspaper recently:

> PREGNANCY PERIL
> IN AIR DOUBTED

So what's new?

Overheard at the Water Cooler:

"He's the ideal prototype of the Disorganization Man." #



The other day we talked to a Detroit Office "rep" of a national magazine whose ad campaign had *not* run in The Detroit News.

"I know that The News should have been our Detroit newspaper choice for that campaign," he said, "but I wasn't asked."

Sometimes from 700 miles away the Detroit market is likened to other major markets. But Detroit is different! It is an *evening* newspaper market. It is a Detroit *News* market.

The News outsells the morning paper by 227,362 Sunday and 107,367 weekdays in the big-volume, densely-populated trading area. That's why *The News* carries more advertising than *both* other Detroit newspapers combined.

Whether you're selling media or medicines, apples or appliances, ask your Detroit people *which newspaper is best for your ads. They know Detroit's preference for The News!*

Independently-researched facts about the Metropolitan Detroit retail market, including population characteristics, sales patterns and newspaper coverage by income, occupation and ethnic groups, are available on request.

The Detroit News

640,079 Sundays—480,673 Weekdays average for 6-month period ending 3/31/60 filed with ABC

New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office:** 435 N. Michigan Ave., Tribune Tower
Pacific Office: 785 Market St., San Francisco • **Miami Beach:** The Leonard Co., 311 Lincoln Road

Salesense in Advertising . . .

This Campaign I Like

By James D. Woolf
Creative Consultant

This full-color Northern page, which is one of a continuous series, I like very much—for several reasons:

1. Pictures of babies, as we all know, are sure-fire attention-getters. I haven't seen the Dr. Starch rating on this ad, but I am certain that the "Seen" rating is very high. And yet the picture is not a freak. It is relevant — babies are symbols of softness and gentleness.

James D. Woolf

2. The ad is completely uncomplicated, the very essence of simplicity. It is easy to see, easy to read, easy to understand, easy to remember. Many ads are so complicated that the reader's powers of attention are seriously taxed.

3. The ad is *selective;* no secret is made of the product that is being advertised. The package is plainly illustrated and named for the hasty reader—a sound copy policy.

4. The picture of the child on the package identifies the product with the selling theme, "Softness is Northern." A distinct advantage at the point of purchase.

5. Only a single selling idea is presented, "*Softness is Northern.*" Here is the main text in its entirety:

A fuzzy mitten white as snow
Is not the softest thing I know
Northern Tissue is made with fluff
Nothing else is soft enough

■ I have always maintained that, whenever possible and practical, advertisements should be built around a single central selling theme, and repeated over and over again. Too many ads try to sell too many ideas.

6. Considering the nature of the product and the use to which it is put, this ad is in very good taste. I don't see how it could offend the most squeamish reader.

7. This ad is one of a series all of which stick to the same central selling theme, "Softness is Northern." Studies by Dr. Starch and others prove that repetition increases rather than decreases readership.

8. This ad is well designed, the typography and layout excellent. Indeed, the ad as a whole has about it an aura of elegance and quality.

My congratulations to the architects of this campaign. #

Tips for the Production Man . . .

Gain an Intriguing Shape by Simple Cutting Operation

By Kenneth B. Butler

I have before me a little gate-fold promotion piece issued by Dun & Bradstreet. It is arresting in format because the two narrow ends have been sliced off at about a 20% angle. This makes it, if I remember any geometry, a parallelogram . . . or something.

The shape is intriguing before opening up, and even more dramatic when opened, as you can see from the accompanying sketch.

Usually this sort of thing is accomplished by means of a complicated job of die-cutting, which involves cost of die and a separate cutting operation. Not so with this little gimmick, because a generous pile of printed and folded pieces can be placed in the paper cutter and, in two slices, a couple of hundred of them are all ready for use.

* * *

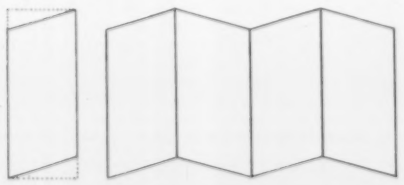
This trick suggests numerous variations, all equally simple to achieve. Here is my list, and you can doubtless think of others to augment your idea portfolio:

1. Retain the normal trim on one side and trim off the opposite end only at an angle.

2. A still sharper angle, one or both sides.

3. Different angle of trim on the two sides, giving the printed piece a perspective shape.

4. Cut the angles in opposite directions, giving an arrow or partial pyramid shape to the piece.



DONE ON PAPER CUTTER—*Angular slice off each end of a gate-fold circular presents a dynamic shape both when folded and unfolded, as illustrated here. It is cheaper than die-cutting and has many potential variations.*

5. Cut off corners only. One corner, like an IBM card . . . diagonal corners . . . or all four corners ending up with a six-sided figure with what amounts to two pointing arrows.

Other intriguing combinations would be obtainable if the final fold of the gate-fold were to be withheld until after the angular trimming and then folded by hand. This is slow, all right, but could be done at the same time that folders were stuffed in envelopes for mailing. What this would accomplish would be to wind up with a folder that would have a peek-a-boo panel on either side.

Try it with your scissors and see what you get.

Learning from the Retail Ads . . .

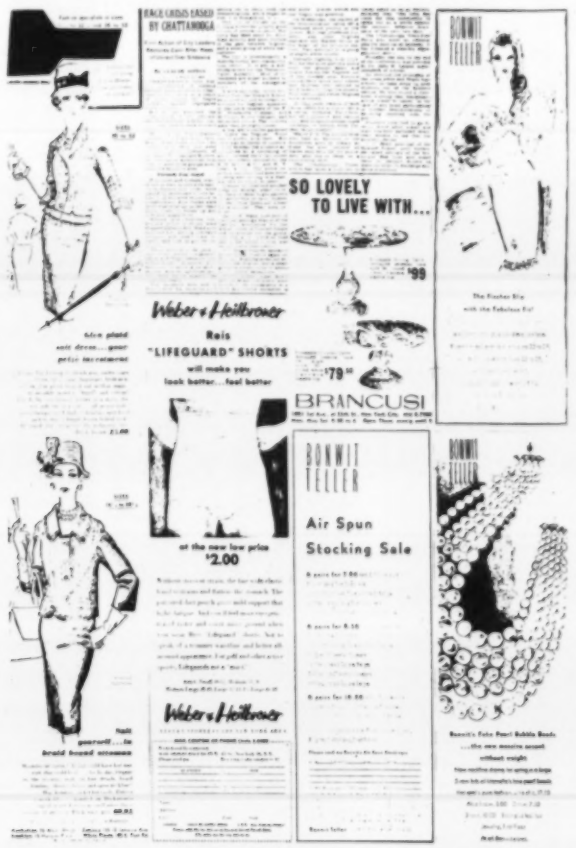
Is Such Makeup Necessary?

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Most complaints merchants make about position in the newspapers are picayunish. Unwarranted. The good ad earns just about the readership its interest impact merits, no matter where it is.

But sometimes, merchants have cause for complaint. Especially when in a great metropolitan paper that carries scores of ads, the makeup man does something questionable or in bad taste.

From my file, I pluck this instance of off-color makeup. Here is a page with

five ads to women, not counting the marble tables, which will surely get more feminine than male readership.

And the makeup man chooses such a page on which to run a jockey short in juxtaposition to a woman's suit and a suit dress. It isn't likely the apparel ad is helped by it. But even if unaffected, a makeup man should be sensitive to the jarring arrangement.

■ Large copy at the woman's elbow says: "Without stress or strain, the fine wide elastic band restrains and flattens the stomach. The patented dart pouch gives mild support that fights fatigue. And you'll feel more energetic . . . " et cetera.

This was Page 50. It is reasonable to assume a better position could have been found for this ad addressed to men, on some other page.

On the other hand, perhaps the makeup man is sensitive to the absurdities and clichés in advertising and took malicious satisfaction in putting this ad by the inane juvenile heading "Suit yourself . . . " for a suit ad.

This clever heading was first thought up by a trilobite before Paleozoic rock fossilized it. It was revived by the first sophomore who quit high school to support her drunkard father by writing advertising.

■ And now it is used in the largest city in the U.S. because obviously no New York paper would dare tell advertisers who waste money that they could make their advertising dollars worth much more if they would study "the book," and stop writing ads off the surface of minds undisciplined in advertising's body of truth.

Puns in ads are a total loss, 999 times out of a thousand. "Hand in glove with spring," "Our cocktail hats go to your head," and such trivia are spawned when untutored advertising minds cohabit with white space under the influence of an intoxicating, anesthetizing desire to be clever instead of effective.

■ The height of all insupportable puns was reached when Sears ran in Chicago some years ago, a woman's show ad titled: "You'll be easily SUEDE by Kerrybrooke styles." If a salesman or saleswoman on the floor of a store approached a consumer with such openings for their sales talks, the boobywagon would be called for and a job would be open. But advertising writers in great papers can address normal intelligent consumers by the million using such substitutes for purposeful communication and continue getting paychecks!

Verily, the people who pay for advertising never understand it until they are deliberately taught what it is, and what makes it work or waste. #

DEAR MOM- I DRAW YOU A PICTURE

Advertising helped a child draw this picture—for advertising sells the idea that sent this youngster to Farm Camp. It's part of the work your Advertising Council does to make the United Funds and Community Chest successful. Proud of your job? You should be.

ADVERTISING COUNCIL
PUBLIC SERVICE

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

BofA Ad Misfires in Its Objective, He Says

To the Editor: In all of the "ads we can do without" that I have seen in your pages, bad taste or fraud has been the complaint. The principal onus has been more directly to the sponsoring organization than to the advertising profession. The Bureau of Advertising's "What Would Happen If All Advertising Stopped" ad cuts deeper, because it has been sponsored by the advertising profession itself. Certainly, if an ad so sponsored is anything short of excellent, there is reason to question the ability of this profession when entrusted with its clients' advertising . . .

I have seen this ad or similar ones in subway cars and in other consumer media. Presuming that a person indifferent to advertising notices this ad, which itself is debatable, what reaction might he have? The headline proclaims that the subject is advertising. That is enough to stop the casual reader who is not interested in advertising for the same reason that I do not read snuff ads. I personally doubt that very many would read on. If they do, there is little in it to relate the facts to their personal affairs, let alone evoke a response. We consumer-types just do not think of ourselves as being "the people" or "society."

To test the strength of my views, I place myself on the opposite side of the matter in question. In this case I can see that if I held anti-advertising views, I would be absolutely delighted with this ad. Its very existence would be my most potent argument that great evils must exist in advertising. I would bear down on the vague expressions such as "a tiny fraction of a cent." If this is true, I would argue, why do they not give specific examples for commonly used products? The poorly disguised threat of losing one's job if it were not for advertising is particularly vulnerable, true or not. Is it possible that the personnel of the Bureau of Advertising are so completely naive that they do not recognize what the enemies of advertising will do with an ad of this type?

The best way that the Bureau of Advertising can convince the buying public that advertising is in its interest would be a campaign directed to every account executive, copywriter, advertiser, editor, and publisher. All of us need occasional reminders that even the most competitive hard-sell ad can do all of the things mentioned in the attached ad, providing that we keep them in mind, and are willing to put forth sufficient effort.

Ted Busch,
Public Relations Manager, Do-All Co., Des Plaines, Ill.

• • •

How to Change a Tire (Don't Hurry with That Jack)

To the Editor: Expert tire changers around these parts claim that James Van Stee should not have "tched . . . tched" at the Goodyear tire advertisement (Voice of the Advertiser, Aug. 8).

The distressed young lady is loosening the lugs before using the bumper jack. Brakes will not hold a wheel tightly if the lugs are obstinate.

Richard H. Wickham,
Vice-President, Warner National Inc., Syracuse.

•

To the Editor: . . . If the gentleman had ever changed a flat tire, especially on a front wheel, he would know that lug nuts are loosened before the car is jacked up, as, once up, loosening is almost impossible.

Goodyear and the young lady are perfectly correct, and AA should also have its wrists slapped for not knowing better . . . or do you both use Goodyear tires?

Jack R. Schutz,
Account Executive, Keck Advertising Agency, Oconomowoc, Wis.

• • •

Company's Trademark Is Image of Image Making Role

To the Editor: With all the talk about "images" in recent times, this firm—the first actually to specialize in Image Management—has gone so far as to develop a trademark which features the concept of Image. This, also, is one of the first, if not *the* first, trademark executed in abstract design. The designer is Allan Berni.

As it appears on the letterhead the trademark can be interpreted as follows:

1. Reading from bottom to top: I stands for Image, and M stands for Management—Image Management.

2. Reading from top to bottom: M stands for Mermey, and I stands for Image—Mermey and Image; or M stands for Management (corporate) overseeing and supervising I for Image.

3. The two "eyes" are the eyes of the mind through which Image is "seen."

4. The totality, whether you call it mask, in the sense of theater mask, or stylized face, might be said to be the image of Image.

Eugene Boe,
Mermey Organization, New York.

• • •

Male Symbol in Max Factor Ad Is Topsy Turvy, He Says

To the Editor: On Page 2 of your June 13 issue you comment on a Max Factor advertisement as having for its men's toiletries theme the "male biological symbol."

May I draw your attention to the visual treatment of this advertisement, and in particular to the specific male symbol. As far as I know the latter should always be featured in an almost vertical position—to be precise at ten o'clock or two o'clock—and never downwards, which is the prerogative of the female biological symbol (a cross below a circle).

Warden Miller,
London, England.

• • •

Radio, TV Commercials Should Show Respect for Consumers

To the Editor: I have read Rodney Erickson's statement in your issue of Aug. 8 [Mr. Erickson, for seven years AA's anonymous Eye & Ear Man, wrote his farewell column on the grounds that he had no more to say.] Mr. Erickson may have nothing more to say, but I think there is plenty to be said about television and radio commercials, even though it has been said before.

The natural assumption is that commercials are the work of pros. But it seems to me that they believe that they are talking to people with a low grade of intelligence. I get this impression from a great many commercials, particularly singing commercials. This type of commercial is used to promote various types of products—beer, cigarets, cleansers, food products, soft drinks, coffee, toiletries and many more.

Would a salesperson in a retail store *sing* the praises of his merchandise to a customer? Would a salesman *vocalize* to a prospective buyer?

Wouldn't straight, sincere sales talk be more convincing? And less insulting to the intelligence of the listener or viewer? Or are consumers mental pygmies?

Is it too much to hope that those who prepare or approve commercials will show a little respect for the consumer?

Julian H. Rogers,
New York.

• • •

Could Be a Prop from an Old Alfred Hitchcock TV Program

To the Editor: Here's an advertising boner for posterity!

The following classified ad appeared under "Merchandise for Sale" in a recent issue of the *Bergen Evening Record*, Hackensack, N. J.:

DEEP FREEZE—Coldspot chest type. Storage for at least 5 persons.
Di 3-7549 after 5 p.m.

On second thought, do you sup-

Assure your clients more dollar value and profit return with ROP color!

How many more readers does color in newspaper advertisements attract?

Here are the Starch Readership (Noted) Scores expressed in relative numbers:

Black and white advertisements	100
Black and white plus one color	122
Black and white plus two or more colors (mostly 3 colors)	168

Thus, when ROP color was used, the step-up in readership was a big 68%, at an increased mechanical cost of only 25%. In short, ROP color produced 34% more readers per dollar spent for space, than b & w!

As one reader puts it: "I find I am more strongly attracted to items in color, and will jot down price and store name on my actual shopping list."

You can sell more ROP color with dependable CERTIFIED Blue Ribbon CC Mats

Blue Ribbon CC Mats are molded by direct pressure and baked on the form, then go directly into the newspaper casting box for final curved casts, as many as desired. No hazards from a shrinkage-type mat; no mechanical color registration problems in the pressroom; no dissatisfied advertisers who won't include you in their future schedules.

Reliable Sources

Certified Blue Ribbon CC Mats for beautiful full-page color are available through the same reliable source as your previous service mat campaigns. Or Blue Ribbon CC Mats can be produced through your own direct pressure facilities.

CERTIFIED DRY MAT CORPORATION
555 Fifth Avenue, Dept. D, New York 17, N. Y.

Certified
BLUE RIBBON MATS

If you sell drug store items in Oregon

Nearly ¼ of Oregon's buying families watch KVAL-TV KPIC-TV

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC.
One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

* Oregon Drug Sales $66,495,000—1959.

KVAL-TV Eugene NBC Affiliate Channel 13

KPIC-TV Roseburg • Channel 4
Satellite

WHAT IS MOUNT VERNON OF PACIFIC?

A replica of George Washington's home on the banks of the Potomac dedicated as a perpetual monument to the continuing glory of our beloved America and the principles of democracy, freedom, and justice upon which it was founded by the Father of our Country. Pacific Savings and Loan Association is proud to announce that Mount Vernon of Pacific, overlooking the Hollywood Freeway with four-way access at the Vermont turnoff, will open soon. Upon display within the building will be reproductions of historic documents and many original relics of our Country's Founding Fathers:

The desk upon which the U.S. Constitution was written and signed. • *A portion of bark from the "I cannot tell a lie" cherry tree.* • *A lock of George Washington's hair.* • *Letter written by Washington dated March 31, 1798.* • *Lottery ticket signed by George Washington.* • *Washington's Order to Pay, dated May 25, 1787.*

What You Save, Remember, You Get In Such Ways at Pacific Savings:
FREE SAFE DEPOSIT BOX, when you maintain an account of $500, or more
COMFORTABLE SIT DOWN SERVICE at the tellers counter
AMPLE FREE PARKING AT ALL OFFICES
DIVIDENDS currently 4½% per annum, paid quarterly
INSURANCE TO $10,000 for each account by a Federal Agency • Until Mount Vernon of Pacific is opened, we will take your reservation for a Free Safe Deposit box at our temporary office:
3440 No. Vermont Avenue, Los Angeles 4—NOrmandie 5 3471
Assets now over $50,000,000

Pacific Savings AND LOAN ASSOCIATION

LOS ANGELES: 3440 N. Vermont Ave., (The) NOrmandie 5 3471
SUNSET LAUNDROMAT: 10,000 Lakewood Blvd., Downey, Thor 1 0707
SUNSET FURNITURE: 8211 Firestone Blvd., Downey, Thor 1 0702
SANITARY DAIRY: 701 Garfield Ave., Alamitos 2 6419
EAST LOS ANGELES: 5401 Whittier Blvd., (The) Raymond 1 6195

MEMBER FEDERAL SAVINGS AND LOAN INSURANCE CORP. HOME LOAN BANK SYSTEM

This Ad He Needed

To the Editor: This is not an ad we can get along without!

In fact, I doubt if I could have made it through the day if I hadn't had it!

I must admit: "You get so much more at Pacific Savings!"

How patriotic can you get for money?

Howard Ray,
Ray & Berger, Hollywood.

The moment that lives forever

A JOYOUS PURIM

Smoking Pleasure that has no equal

WINSTON TASTES GOOD *like a cigarette should!*

East and light up a Lucky?"

And think of the *International Zen Monthly's* rapture over an ad they know is designed just for their readership. Perhaps:

A butterfly coasts
my smoke puffs,
my tattoo jumps . . .
Marlboro

What a really exciting contribution to the economic health of religious publications as well as to the Tobacco Institute of America! Of course, you might run into a few softies like the 37 people we polled, all of whom consider the Winston ad an inexcusable breach of good taste, a condescending and feelingless attempt to capitalize on a religious group. But then, there are crackpots all over.

Neil Calet,
Sussman & Sugar, New York.

Most TV Ads Don't Entertain

To the Editor: It must be significant that the Nielsen tv ratings in AA Aug. 22 show:

1. "Gunsmoke"
2. "Have Gun, Will Travel"
7. "Wagon Train"
10. "Rifleman"

in overwhelming majority, followed by quiz shows.

Possible Significance: People watch tv, purely for entertainment and relaxation.

Possible Idea: Tv commercials should be entertaining and relaxing.

Most aren't.

W. F. Randolph,
Randolph Associates, Wellesley, Mass.

ON AIR... PAGE... SCREEN

Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION of PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.

You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss—adequately and inexpensively.

Details and rates — write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

pose they really meant it!

Nat Kameny,
President, Kameny Associates, New York.

• • •

Admen Have to Take Criticism Like Bankers, Policemen, Etc.

To the Editor: The recent pro and con arguments over the advertising business, between advertisers and certain politicians, reminds me of an episode involving two young bankers.

One of the young men was from Canada, recently arrived in our country, and the other was yours truly.

It was July 4 and the usual congregation of traffic officers were looking for activity. My car was stopped for not having a front license plate. I reacted like the typical citizen, trying to get out of the situation without a citation. My Canadian friend was not acquainted with diplomacy and fear of consequences. The conversation went as follows:

"Getting your quota, huh?"

"What made you say that?"

"I read it in the papers." (At this time there was a police scandal in the Los Angeles headlines.)

The officer replied, "I hear bad things about banks and bankers too, but that doesn't mean they're true."

"No," replied my Canadian friend, "but we have to take them."

Advertising must do the same, likewise politicians, bankers, policemen and all phases of livelihood under public scrutiny.

Our main weapon is to do better things and disprove false claims and petty belittling done by mouths we sometimes mistakenly give an opportunity to speak publicly.

William R. Bradstreet,
Public Relations, Bank of America, San Francisco.

• • •

Cigaret Ad Linked to Religious Holiday in Bad Taste, He Says

To the Editor: We spotted this full-page ad recently in an issue of the *National Jewish Monthly*. We think it is not only remarkable in itself, but contains the kernel of a whole new concept in cigaret advertising.

After all, wouldn't it be foolish to stop with the Jewish holiday of Purim? Take, for instance, the first line of body copy, "With your Hamantashen and coffee . . . after the Purim Seudah . . . Winston tastes good, so *very* good." How easily that can be revised for the Easter issue of *Ave Marie*. "With your wafer and wine . . . after the Holy Sacrament . . . Winston tastes good, so very good."

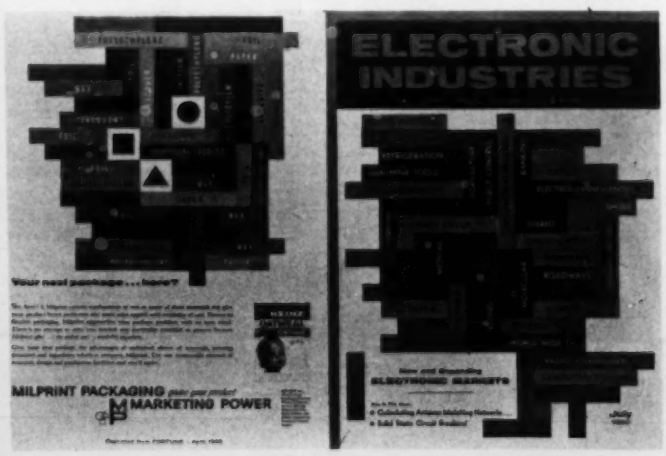
Moslem publications, too, could benefit by this large-scale advertising. For instance: "Tonight, as Ramadan draws to an end and the friendly neighborhood muezzin calls you to prayer, why not face

Magazine Cover Resembles Milprint Ad, He Says

To the Editor: A comparison of the two samples enclosed suggests the same creative source for each.

The Milprint ad first appeared in March and April, 1960, issues of trade and management publications. The *Electronic Industries* cover is from the July, 1960, issue.

Will Johnson,
Creative Director, Baker/Johnson & Dickinson, Milwaukee.



HOW TO START AN ITCH (TO BUY)

No need to resort to hairshirts, fleas or poison ivy. The kind of stimulation that results in sales is better aroused by Mass Mail.

Mass Mail is the versatile new medium for advertising, sales and research. It combines the direct impact and individual appeal of a personal letter with the broad coverage of other mass media.

It also allows the smart practitioner to predict the return from his mass effort on the basis of small, economical tests.

Lemarge is one of the pioneers of Mass Mail. Over the years, we have developed scientific techniques for Mass Mail advertising, sales, market and product testing.

This advertising and marketing know-how is backed up by technological ingenuity and one of the Midwest's largest mechanized mailing plants. We can address, label, collate and insert more than a million mailing pieces daily.

Right now, we are serving some of the nation's largest advertisers and agencies in the planning, creation, production and processing of Mass Mail campaigns. We'd be happy to have you among them. We think you'd find it profitable, too.

Mass Mail Specialists

LEMARGE

Lemarge Mailing Service Company • 417 So. Jefferson Street • Chicago 7

IT'S
BACON'S
for
COMPLETE
COVERAGE
of
MAGAZINES!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

Brach to Launch Campaign

E. J. Brach & Sons, Chicago, will launch one of the most "energetic advertising and merchandising programs" in its 56-year history this fall to promote retail sales of its "finest pure chocolate." A color page in the Oct. 6 issue of *Life* will feature Brach chocolate stars and other chocolate candies. A similar ad in the Nov. 1 issue of *Life* will feature chocolate covered cherries. Ads will also be run in the Oct. 9 and Nov. 13 issues of *This Week Magazine* and 25 other Sunday supplements.

Maxson Joins Fred Bock

H. W. Maxson Jr. has joined Fred Bock Advertising, Akron, as an account executive. Mr. Maxson has been a manufacturer's representative in the Akron-Cleveland area for the past three years.

A MEDIA PLAN WITHOUT NEGRO RADIO IS LIKE HAM WITHOUT EGGS!

No matter what other media you're using, if you haven't discovered Rounsaville Radio's six Negro markets you are overlooking an 824 million dollar consumer group. That's what 1,433,000 Negroes in the Rounsaville Radio area have ready to spend *AFTER* taxes each year. More than 80% of their money is spent on consumer items alone. Negro business is important business—it can influence the sales picture of any product! Incomes are up 192% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by *BOTH* Pulse and Hooper. Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today.

Personal Letter

An advertiser's dream would be a captive audience pre-conditioned to buy his product. The nearest thing to making this dream a reality is Rounsaville Radio—100% programmed to the Negro audience. Negro Radio comes closer to the Captive Audience and Pre-Conditioned Buyer than any existing medium. Negro performers tell your sales story to their Negro listeners, and believe me, they buy! No matter if your budget is large or small . . . no matter how many media you plan to use . . . a proper part of your budget must go to Rounsaville Radio or you miss this market. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!
WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!
WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!
WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!
WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!
WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President
JOHN E. PEARSON CO.
Nat'l Rep.
HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.
DORA-CLAYTON
Southeastern Rep.

On the International Scene . . .

Japan's Advertising Volume Nudges Half-Billion Dollar Mark, Dentsu Says

By Milton Moskowitz

NEW YORK, Aug. 30—Japan's advertising business should mount to the level of $555,600,000 within a year or two, according to new projections by Dentsu Advertising, the country's No. 1 agency.

Japan is already the world's third largest advertising nation (after the U.S. and West Germany) with an expenditure of $404,400,000 reported for 1959.

Ad volume expanded by 36.7% in 1959 and while Dentsu expects this year's gain to be more modest it feels confident that the half-billion dollar mark will be passed before the end of 1961.

■ It notes, for one thing, that Japanese advertising outlays represented only 1.51% of national income in 1959. This is close to the 1.9% obtaining in Britain but considerably behind the 2.8% figure prevailing in the U.S.

Dentsu points out that increased television billings will be a major factor in the expansion. National network tv has just been established in Japan. In 1959, television accounted for 16.4% of advertising volume, compared with 9.9% in 1958 and 6.4% in 1957. The newspapers' share skidded from 71.6% in 1950 to 42.5% in 1959.

• • •

In Sweden, the world's sixth largest advertising country (1959 expenditures: $200,000,000), a new study commissioned by the Wilh. Anderssons agency has given a graphic picture of the growth of the agency business in that country.

In 1940, Sweden had a total of 12 so called "authorized" agencies. By 1950, this number had grown to only 16. However, between 1950 and 1958, 21 new advertising agencies were authorized.

The 16 authorized agencies of 1950 had combined billings of about $17,300,000. In 1958, the 37 authorized agencies had combined billings of $57,000,000. And 80% of this total was done by the 16 authorized shops of 1950.

Anderssons also reports that in 1959 the 20 agencies affiliated with the Swedish Assn. of Advertising Agencies increased their billings 10.1% to a combined total of $50,000,000.

The study showed that Sweden has two agencies billing in excess of $6,000,000, two billing more than $4,000,000, and five billing more than $2,000,000. The four shops billing over $4,000,000 account for 45% of total agency turnover.

• • •

Alfred Cugat, an American who operates an advertising agency in Barcelona, reports that the "Spanish economy is going through a period of re-adjustment that will lead to a stabilized competitive market where only the sound and aggressive salesminded manufacturers will have their places."

Mr. Cugat predicts that Spain will follow the lead of other European countries in abolishing such practices as media discounts ranging from 5% to 35% and agencies acting as little more than space brokers. He notes that the "younger generations of business executives are gradually taking over the management of old and new concerns" and "they know what service they should get from an advertising agency."

Mr. Cugat, who was born and educated in Spain, opened his Barcelona shop in 1957 to service the local Pepsi-Cola bottler. He has since added Warner-Lambert, Carrier and Valentine paints, as well as a host of Spanish manufacturers.

Mr. Cugat's agency—Vision Publicidad y Promocion de Ventas—operates on American standards. It has 11 employes and billings of "several million pesetas."

• • •

A number of recent account shifts in London has pointed up the importance of international connections for an agency.

Effective Oct. 15, Young & Rubicam Ltd. takes over British advertising of Remington electric shavers—an account Y&R also handles in the U.S. Also, Schick electric shavers will be marketed in Britain this fall for the first time since the war and the advertising has been assigned to Lambe & Robinson-Benton & Bowles. B&B, of course, has the account in the U.S.

Similarly, since Pat Dolan merged his London operation with Batten, Barton, Durstine & Osborn earlier this year, he has gained entree to new U.S. business. General Mills, a BBDO stateside client, has named the London office and effective next Jan. 1, BBDO Ltd. will succeed S. H. Benson Ltd. on Coty (England) Ltd., another U.S. client of BBDO.

In a reverse switch, Ted Bates & Co., New York, landed the Waterman-Bic business largely as a result of work done in London by Hobson, Bates & Co. for Bic (AA, Aug. 15). #

Ozalid Appoints Pedersen

William K. Pedersen has been appointed advertising and sales promotion manager of the Ozalid division of General Analine & Film Corp., Johnson City, N.Y. He formerly was manager of the advertising department of General Analine's Ansco division, Binghamton, N.Y.

KRAFTIG UTVECKLING FÖR ANNONSBYRÅERNA UNDER 50-TALET

ADVERTISING ADVERTISING—*Wilh. Anderssons, leading Swedish agency, took large-space ads in Swedish newspapers to tell the general public about the striking gains made by Swedish advertising agencies since 1950.*

Ocean Spray Plans Largest Campaign in Its History

Ocean Spray Cranberries, Hanson, Mass., will launch the largest campaign in its history during Cranberry Harvest Week, Sept. 29 through Oct. 8. Fall advertising will begin in October and run through Christmas with color ads in *American Home, Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, The Saturday Evening Post* and *Sunset Magazine*. Television spots are scheduled in 30 major markets with saturation intensity from the last week in October to the middle of December.

Ocean Spray has also developed a new whole berry sauce, made by a special new process, which will soon be on the market, as well newly designed labels for the processed products.

Census Bureau Publishes Statistical History of U. S.

"Historical Statistics of the U.S., Colonial Times to 1957," an 800-page encyclopedic volume which traces the nation's growth from an agricultural English colony to the present, has been published by the Census Bureau. Included in the book's contents are sections on population, prices and price indexes, national product and income, transportation, radio and tv, postal service, newspapers and books.

Copies of the book, priced at $6 each, are available from the Superintendent of Documents, Government Printing Office, Washington, D. C.

RAI to Open New York Office

RAI—Italy's monoply broadcasting corporation—will open a North American office (at 717 Fifth Ave., New York) on Sept. 15. RAI (Radiotelevisione Italiana) is sending its exec vp, Giorgio Padovano, to head the office.

A Technique for Producing IDEAS

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $2.00 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.
Attn: Book Department

New Payola Law Will Force FCC to Alter Rules

WASHINGTON, Aug. 30—The Federal Communications Commission is expected to adopt new "payola" regulations soon, now that Congress has given final approval to new legislation spelling out tough penalties for hidden plugs and rigged programs.

Under the new law ad agencies, program producers and broadcasters face $10,000 fines and one year jail sentences if they withhold knowledge that a contest is something other than what it appears to be. Similar penalties are provided against any member of the broadcasting industry who gives a "plug" without revealing that he has received a valuable product or service in exchange.

▪ The new law covers many of the proposals advanced by the House subcommittee on legislative oversight as a result of the tv quiz hearings last winter. The criminal penalties for program producers and networks were designed to close a gap which the committee hearings pointed up, when network officials protested that they had no knowledge that independent producers were "rigging" the quiz shows.

The compromise bill which reached the White House today dropped a House provision which would have authorized FCC to suspend stations which were accused of rule violations. The compromise gives FCC new power to levy fines, but provides for court review and limits the fines to $10,000.

▪ With the adoption of the new "payola" law, tough "payola" regulations published by FCC last March become obsolete. These regulations, hotly protested by broadcasters, called for a disclosure whenever a prop or programming item was obtained free.

Under the revised law, broadcasters are not required to make a disclosure unless the donor of the prop gets a mention which exceeds ordinary camera exposure. #

Mutual of Omaha Tests TV Drive in San Francisco

OMAHA, Sept. 2—Mutual Benefit Health & Accident Assn., which quietly assigned Guild, Bascom & Bonfigli, San Francisco, to do a 13-week Bay area test tv campaign recently, will conclude the test Sept. 24, then study findings of a survey of its success before making any decisions.

Guild, Bascom reportedly is seeking the tv end of the Mutual of Omaha business and sold the test on the basis of an "offbeat" theme. Buchanan-Thomas, Omaha, also is working with GB&B on the account on an affiliation basis. Buchanan-Thomas has a similar relationship with GB&B on its Tidy House account.

The test tv drive, which introduces a character, Uncle Moo, consists of spots on all four San Francisco stations and sponsorship of one program, backed by a number of unusual merchandising aids for Mutual salesmen. One is a booklet, "How to get rid of an insurance salesman," which gives 12 humorous suggestions on how to get rid of him, then explains why the prospect shouldn't.

A West Coast research company will conduct a survey directly on conclusion of the test and after results are determined and the results will be studied, before any agency decisions are made, H. C. Carden, Mutual vp and director of advertising and public relations, told ADVERTISING AGE.

▪ Sales results so far reportedly have been "sensational," but Mr. Carden said it still is too early to draw any conclusions.

The other Mutual of Omaha agencies are Bozell & Jacobs, Omaha, for all broadcast; Roberts & Reimers, New York, for print, and Potts-Woodbury, Kansas City, for outdoor. #

MORT WERNER, *vp and director of the radio-tv department of Young & Rubicam, New York, has been named senior vp of the agency. A former NBC vp, Mr. Werner left Kaiser Industries in 1959 to join Y&R.*

Ad Tempo Rises in Pennsy Strike

PHILADELPHIA, Sept. 2—The busiest admen in town these days are those handling advertising for both sides of the Pennsylvania Railroad strike.

The Pennsy ad staff has been keeping as irregular hours as the mediators, preparing newspaper ads explaining its position on the strike as it developed. Both before and during the strike, the railroad has been running newspaper ads in the major cities in its 13-state area as well as other cities important as freight and passenger centers.

When the strike was called at 12:01 a.m. Thursday, the ad staff and its agency, Al Paul Lefton Co., spent a hectic night writing copy and getting plates and mats made in time to catch planes early Thursday morning. The ads appeared in Friday morning newspapers.

The railroad has also been using taped 15-minute tv programs in a few cities, featuring its president.

▪ As for the Transport Workers Union, it has been concentrating on 15-minute and half-hour tv shows to address its membership as well as the public from here to St. Louis in cities where it has railroad locals. Michael J. Quill, TWU president, is featured in the shows.

In May, June and July, the union purchased time for ten tv shows to discuss the strike issues. It then sponsored 15 tv shows to explain the strike itself, and is planning five additional radio and tv shows on Labor Day. Stuart-Miner Advertising, New York, is the agency.

Both sides are awaiting strike developments before making any ad plans for after Labor Day. #

Rogers Joins Goodwin

Robert L. Rogers has joined Goodwin, Dannenbaum, Littman & Wingfield, Houston, as an account executive. Mr. Rogers was formerly an account executive of KFDM-TV, Beaumont, Tex.

Last Minute News Flashes

Cole & Weber and Condon Co. to Merge Feb. 1

PORTLAND, ORE., Sept. 2—Cole & Weber and Condon Co., Tacoma, will merge on Feb. 1 and Condon Co. will be known as the Condon division of Cole & Weber. Victor Kaufman will become general manager of the Condon division and Harold C. Dixon will become vp. The two are currently partners in the agency. Dan Gerber, vp and manager of Cole & Weber's Tacoma office, will continue in that capacity. Cole & Weber's Tacoma office will move into the Condon office, giving the combined office 30 employes. Cole & Weber had billings of $6,630,046 in 1959 (AA, Feb. 29). Condon Co. told AA it currently is billing at the rate of $2,000,000 a year on a capitalized basis, the bulk of its revenue coming from fees rather than space or time placement.

Tan-O-Rama Sets $2,000,000 Ad Campaign

NEWARK, N. J., Sept. 2—Tan-O-Rama Inc. will launch a $2,000,000 ad campaign for its Tan-O-Rama sunless tanning agent on Sept. 6. The six-month drive, using spot tv, spot radio and newspapers, will have the theme: "Keep your summer tan all winter long." Dunnan & Jeffrey, New York, is the agency. Tan-O-Rama, chief product of the company formed last February, has as its main ingredient dihydroxyacetone, for which Drug Research Corp., New York, was issued a patent last month covering its use as a tanning agent. Tan-O-Rama Inc. is one of 20 companies against which Drug Research has filed a patent suit (AA, Aug. 22). Tan-O-Rama told ADVERTISING AGE it will fight the suit, and continue to market and advertise its tanning product.

Norman, Craig Joins with Burley Agency in Canada

NEW YORK, Sept. 2—Norman, Craig & Kummel has entered Canada with an agency called Burley, Norman, Craig & Kummel. The move stems from negotiations with Henri, Burley & McDonald, which previously was affiliated with Henri, Hurst & McDonald, Chicago. Norman, Craig owns half the stock in the new Toronto shop, which expects to be billing $2,000,000 after a year's operation. Four NC&K accounts to be handled in Canada by the Burley branch are Dow Chemical's new Handi-Wrap and Zefran, Maiden Form brassieres and Jamaica Tourist Bureau.

Stevenson Leaves General PR for IT&T PR

NEW YORK, Sept. 2—Ward Stevenson will resign as president of General Public Relations Inc., pr subsidiary of Benton & Bowles, in mid-September to join International Telephone & Telegraph Corp. as public relations vp. He will succeed Sydney W. Morrell, who left IT&T about six months ago to join McCann-Erickson as exec vp of Communication Affiliates.

Kuppenheimer Names Buchen; Other Late News

• **B. Kuppenheimer & Co.**, Chicago, which recently celebrated its 85th anniversary as a manufacturer of men's clothes, has appointed Buchen Co., Chicago, as its agency. Kuppenheimer, which spent about $350,000 last year for national and co-op advertising, has not had an agency for 15 years.

• **Campbell Soup Co.** is test marketing a new product—barbecue beans—in six markets throughout the U. S. Spot tv, newspapers and spot radio are being used. Needham, Louis & Brorby, Chicago, is the agency.

• **Halbert (Hal) Gillette** has purchased *Piano Trade Magazine*, Chicago, for $110,000; six weeks ago he bought *National Funeral Service Journal*. Mr. Gillette is vp and general manager of Gillette Publishing Co., Chicago, but he owns and operates four monthly business publications independent of Gillette.

• **Bauer & Black division** of Kendall Co., Chicago, has appointed Tatham-Laird, Chicago, to handle the marketing of a new product which has not been identified.

• **The Daily Bulletin**, Endicott, N. Y., has been purchased by the *Sun*, Binghamton, N. Y. The combined *Sun-Bulletin* began publication Sept. 1. The sale did not include Radio Station WENE, owned by Ottaway Stations Inc. and affiliated with the *Bulletin*.

• **General Cigar Co.**, New York, will introduce a premium line of Robert Burns cigars this month with a $1,000,000-plus ad campaign. Color magazine ads will be used, starting in *Sports Illustrated* Sept. 12 and *Newsweek* and *Time* Sept. 19. Other advertising will include "The Deputy" (NBC-TV). Newspapers will be added later. Young & Rubicam, New York, is the agency.

• **Gordon Rowntree**, formerly with James Lovick & Co., Vancouver, has been appointed manager of the new Vancouver office of Stanfield, Johnson & Hill.

• **Federal Trade Commission** has issued complaints against four big toy manufacturers, a wholesale toy association and 22 major toy wholesalers concerning co-op advertising in wholesaler catalogs. A. C. Gilbert Co., Remco Industries, Alexander Miner Sales Corp. and Knickerbocker Toy Co. were accused of making discriminatory allowances. ATD Catalogs Inc., New York, and 22 of its members were accused of "knowingly inducing discriminatory promotional allowances."

• **Colgate-Palmolive Co.**, New York, has narrowed a field of dozens of half-hour syndicated series to about six for a final selection of one for full sponsorship in at least 40 to 50 markets this fall. A decision is expected to be reached within a few days. The company has set a rigid list of about 25 ground rules for the producer, which calls for price concessions and part ownership. This will mark the company's first solo sponsorship of a syndicated show. Practically all Colgate's products will be featured. McCann-Erickson is the agency.

• **National spot radio gross time sales** for the first six months of this year have been estimated at $85,909,000, which is just a whisper below the $86,923,000 figure for the first half of 1959. The estimates were released by the Station Representatives Assn., New York, which pointed out that they do not reflect adjustments to be made later after the release of Federal Communications Commission figures for 1959.

• **Foote, Cone & Belding's** Frankfurt, Germany, office, now one year old, has landed its first big account—the $750,000 Guldenring cigaret account, which moves to FC&B from the Troost agency of Dusseldorf on Jan. 1. Guldenring is made by Haus Neuerburg, Cologne, a company which earlier this year sold 51% of its stock to R. J. Reynolds Tobacco Co. (AA, May 30).

PEN MONEY—*Parker Pen, Janesville, Wis., will run ads via Tatham-Laird in October-December in Life and Sunday supplements featuring large financial deals. This Parker pen helped close a $45,000 deal for a rare stamp. The ads were tested in Chicago last spring.*

Changes at Hearst . . .

Petersen to Be New Publisher of 'Good House'

Buell Set to Succeed Chamberlaine in Top 'Popular Mechanics' Post

NEW YORK, Sept. 2—Hearst Magazines will announce Tuesday the appointment of Raymond J. Petersen as vp and publisher of *Good Housekeeping*. Mr. Petersen, previously advertising director of the magazine, succeeds Harry M. Dunlap, who died Aug. 22.

R. J. Petersen

Other appointments to be announced by Richard E. Deems, president of Hearst Magazines, will be:

G. Harry Chamberlaine, formerly publisher of *Popular Mechanics*, to vp for research and marketing for Hearst Magazines, a new post.

Joseph R. Buell Jr., formerly advertising director of *Popular Mechanics*, to succeed Mr. Chamberlaine as publisher.

G. H. Chamberlaine

Joseph Buell

Luke J. McCarthy to remain as vp and marketing consultant of Hearst Magazines.

Frank R. DuPuy, formerly assistant to the publisher of *Good Housekeeping*, to be advertising director of *Popular Mechanics*.

Calvin C. Herge, formerly sales manager of *House Beautiful*, to be advertising director of *Good Housekeeping*. #

Burvill & Cox Names Harvey

Burvill & Cox, Boston, has appointed John C. Harvey an account executive. Mr. Harvey was formerly director of advertising of the Employers' Group of Insurance Cos.

Franchising Is Wave of Future for Ad Agencies, Ver Standig Declares

Client Can't Arbitrarily Fire You, Says Adman Already in Brakes, Drugs

WASHINGTON, Sept. 1—M. Belmont Ver Standig, Washington agency head, who is sparkplugging the nationwide expansion of Dart Drug Stores, says franchising is the great frontier on today's distribution scene.

He thinks franchisers like Dart ultimately will have more to say about the movement of consumer goods than manufacturers, and he believes that agencies are missing the profit boat if they hesitate to plunge into franchising opportunities.

In three months Dart discount drug stores have opened in 16 markets, and about 30 more are "in the works." The operation is now as far west as Denver, and, according to Mr. Ver Standig ultimately will be nationwide, with about 200 franchisees.

Under the franchising arrangement, each Dart store pays 2% of its gross to the Dart organization. Half of this goes to Mr. Ver Standig for the consulting service he provides for the operation. In addition, the Ver Standig agency gets the customary fees for the advertising work it does in behalf of Dart.

■ When he talks about franchising, Mr. Ver Standig speaks from experience. Less than three years ago he hit on the idea that a franchise operation in the auto repair field could be a money maker. Now there are about 50 Nationwide Safti-Brake Centers franchised across the country, each geared to a $250,000 volume. They pay 6% of their gross to the franchiser, of which 50% is owned by Franchise Management Corp., a Ver Standig property.

For the past 16 years, the Ver Standig agency has been among the most active in this market. Its Wilkins Muppet tv spots won so much praise that the Muppets have been nationally syndicated. While Mr. Ver Standig balks at giving figures, he says his franchising sidelines have been so productive that last year they earned three times as much as his advertising agency, which bills almost $4,000,000.

■ While the Muppets have been sold to advertisers in twenty markets, this was not a franchising operation. The characters are the property of the creators, Jimmy and Jane Hensen; the Ver Standig agency handles them under a management contract. Wilkins Coffee Co. is protected via exclusivity from Philadelphia to Norfolk.

Mr. Ver Standig says the central ingredient that got him into franchising was a belief that the agency which wants real earning opportunities and security must go beyond the creation of advertising.

In the final analysis, he said, there's no monopoly when it comes to preparing good ads. Lots of people can do it. The priceless ingredient is the marketing know-how required to execute the whole merchandising package.

"Creating the ad is just the plumbing—it isn't that important," he told ADVERTISING AGE.

■ "When we throw an ad at a client and say, 'Here, you go and do it,' we have only created part of the value," he declared. "If we give him the whole package—the ad, plus all the management know-how necessary to conduct the merchandising operation, then no one can question the fact that we provided the value, and are entitled to a share of it."

Under the franchising arrangement, the franchisees are tied up for 30 years. "No one can call us up on the first of the year and tell us, 'We've decided to switch to McCann-Erickson on Jan. 1. You're fired'," he says.

Mr. Ver Standig's procedure is to take an operation that has a unique merchandising approach, and then put it in package form so it can be sold to other business men in other cities. For the agency, this is similar to what the great factoring organizations once did for mills, he says.

"They were financing the mills, but they discovered the mills needed help with their selling problems. The factoring houses became great because they provided know-how in addition to money.

■ "There's no reason advertising agencies can't follow the same policy, and eventually become as important as the great factoring houses," he said.

For Mr. Ver Standig, however, the move into franchising holds a special challenge: "Admen are always telling clients, 'Here it is. You do it.' Now we are showing them how to do it."

His experience with Dart convinces him that the "real romance" in distribution is in the franchising field. Franchising has given Dart—which started as a local discount chain here—the buying power of big national chains without any capital investment of its own.

Through franchising, the small retailer can become another J. C. Penney or A&P overnight, he says. Moreover, it isn't even necessary to ask the franchisee to put up anything. Nationwide and Dart franchisees pay only on the basis of the gross they are able to do.

■ As Dart's franchise operation expands, Mr. Ver Standig finds it has life-or-death say, so far as the sale of the national advertiser's product is concerned.

Dart's formula calls for close control over the number of items and sizes that are stocked. "We have established that 97% of the people who come into our stores will take another size or another brand if we don't stock the item they ask for," he said.

"All this talk about pre-selling is nonsense. There's no such thing as brand loyalty. By our choice of what we stock, we decide which brands are going to be sold."

■ Mr. Ver Standig's first big move into franchising developed three years ago while he was agency for Market Tire Co., which had four local tire discount stores. He hit on the idea that Market could "package" its operating know-how and diversify into other areas.

Six months of testing in 20 areas convinced Mr. Ver Standig that a franchise operation geared to brake and front end service would catch fire. Firestone was the only national competition.

Mr. Ver Standig reports 80 different combinations of names were tested before the name Nationwide Safti-Brake was picked for the franchise operation. Equally careful pre-testing of advertising appeals was involved.

■ "When a pilot operation was opened in Bethesda (a Washington suburb)," he said, "it did $7,000 the first week."

When the Nationwide Safti-Brake project went into a franchise basis, half the ownership of the new organization went to the owners of Market Tire Co.—Alan Bratman, a former stock broker, and David Lawson, a lawyer. The other half interest went to Mr. Ver Standig, together with a franchise clause which makes his agency the agency for Nationwide.

AMERICA'S MOST FABULOUS DISCOUNT DRUG STORE
DART DRUG
COMES TO CHICAGO
DART BELIEVES THESE ARE THE LOWEST PRICES IN CHICAGO
GRAND OPENING
DART DRUG

DISCOUNT—*Dart Drug Stores, which originally began in Washington as a discount drug operation, has opened its first Chicago store. The chain plans to expand out of the Loop, with eight or ten outlets in the city. This grand opening ad ran in the Chicago Tribune.*

■ Through Franchise Management Corp., a Ver Standig affiliate, potential franchises are hunted in various parts of the country. Each prospect is invited to Washington, where he is received at the offices of Franchise Management Corp., and invited to inspect Nationwide Safti-Brake headquarters.

"We have no salesmen in the field," Mr. Ver Standig emphasized. "These people are located and they are invited to come here.

"Before we enter into a contract, we survey the market—at their expense" (it costs $1,000). "If the survey doesn't turn out right, we won't enter the market."

He exhibited a survey which had been made for a prospective franchisee in a major metropolitan area in the Southeast. It examined population, population characteristics, car ownership and competition.

In this survey, the research company decided the area actually consisted of two markets rather than one. One was composed mostly of factory workers who might be interested in patronizing a brake and front end franchise operation at low cost. The other half of the market consisted of elderly retired people, who appeared to have misgivings about a chain operation. Mr. Ver Standig said Nationwide eventually decided to stay out of that market.

■ In return for 6% of their gross, franchisees get the Nationwide advertising identification, supporting advertising materials, sales training, a system of accounts, and are provided with trained foremen.

Under the unique policing system developed for the operation, each Nationwide customer must mail a business reply prepaid postcard to national headquarters to register his guarantee. From these cards, headquarters learns details of each job that is done and whether the customer was satisfied.

"We can learn which items the franchisee is pushing and which he is neglecting. We also know whether the customer is satisfied. If the customer says he isn't, we can get after the franchisee," Mr. Ver Standig said.

The card also asks the customer what advertising drew him to Nationwide. Sometimes the customer checks tv—although Nationwide Safti-Brake does no radio or tv advertising.

"We did so well on Nationwide Safti-Brake," Mr. Ver Standig said, "that we began looking for another successful formula. Dart Drug, one of our other clients, was tailor-made."

■ This discount operation was marking up fabulous sales per square foot of space, but was completely without funds to expand, he said.

First Mr. Ver Standig made available to Dart $300,000 from his own funds and from other sources. Then he helped arrange a $1,000,000 stock issue, which sold out immediately when it was marketed last June. With this financing, Dart was able to open more stores on its own locally, and to improve its performance record for the forthcoming franchising drive.

Unlike Nationwide Safti-Brake, Mr. Ver Standig does not have substantial ownership in Dart Drug Corp., but he does hold options for a large block of stock, and he has a contract which assures him half the money that Dart Drug Corp. gets from gross sales of its franchisees, plus the fee for servicing the advertising account.

Availability of Dart franchises was advertised in the *Wall Street Journal* about three months ago. Investors were told Dart was a one-man operation based on a $25,000 investment six years ago, and has already been run into a business with stock valued at close to $3,000,000.

■ Actual cash investment for a Dart franchise runs $25,000 to $40,000. The presentation reported stores should do a gross of as high as $650,000, with a 10% net profit.

For those who simply want to invest, and not go into the business, Dart said it would operate the stores—for an additional 3% of the gross. "If we operate it for you," it said, "you can expect a return on your invested capital of from 50% to 70% a year."

When a Dart franchise prospect expresses interest, he puts up $20 as deposit, and is provided with a slickly bound folder which outlines the franchise arrangement. Later he visits Franchise Management Corp. offices and Dart headquarters in Washington. There is no charge for the franchise, and he then gets his $20 back.

The payoff for Dart is that it gets 2% of the gross sales of the franchise operator for 30 years. In addition, the Dart chain in Washington has the benefit of the additional buying power that accrues from serving the franchisees throughout the country.

■ Dart provides help in picking store locations, it trains key employes, it handles all purchasing, and it provides advertising and promotional service. Franchisees buy national brand merchandise from Dart at wholesale cost.

A key ingredient in the Dart formula is the elimination of low profit items. The soda fountain is entirely eliminated; and tobacco represents only 8.3% of Dart's sales. A comparison used in the Dart franchise presentation points out that about half of Dart's sales are drugs, compared with 30% for other chains.

Strict control of stock has been one of the factors building Dart's performance figures. It aims at doing 50% more drug business than the average store and 25% more toiletry-cosmetic business.

■ It aims at eliminating slow movers. Even the big national tooth paste brands that come in five sizes can get only two popular sizes on Dart's shelves. "Many famous brands gather dust in a big store," it declares. "By offering excellent substitutes and eliminating the dust gatherers, the Dart Drug operator makes more profit—saves that expensive space."

Dart assures prospective franchisees they have nothing to fear from fair trade. Where it can, it sells national brands below list, and it always has its own Dart brand priced well below the cut-priced national brand.

"If a fair trade law is effective in your state," it tells prospects, "the value offered by the comparable Dart private label item is more striking than ever. If fair trade laws do not apply in your state, Dart drug stores can meet any and all chain store cut rates."

■ The Dart franchisee gets a special manual on advertising. He's expected to spend at least 2.75% of his gross for advertising. On a $500,000 gross, that's a minimum of $13,750, and on a $700,000 gross, it's $19,250.

Mr. Ver Standig's agency serves as contact and advisor for the local stores, steering them into "dominant" newspapers. Ads are shipped from Washington, containing about 80% standard items, 20% private brands. National brands are rotated to appear at least once every four weeks. The local store is responsible for correcting first proofs. It also has authority to eliminate any item placed in the ad by the agency, or to change the price to suit local conditions. No franchiser may accept a co-op deal without permission from Dart.

■ With Dart operations springing up along the East Coast, and west to Chicago and Denver, Mr. Ver Standig drops a broad hint that he is looking for new worlds to conquer. "People are calling me every day," he says. "Some of the biggest and best established organizations.

"We are already operating in almost every market in the country, and accumulating a tremendous amount of information about these markets. The problem now is, where to use it next." #

FACELIFTED—*To give itself "greater distinction," Look has eliminated its bleed cover in favor of a white border edging, shown here on the right. At the same time, the magazine has reduced the size of its logo, providing more space for cover blurbs. The changes are effective with Look's Sept. 13 issue.*

WAR CRY—*B. C. Ohlandt, exec vp, National Distillers, will use ads like this in trade publications during September to urge tavern men and liquor retailers to join trade associations. Battle cry of the ad is: "No one of us is as powerful as all of us," and the ad points out that the industry is a target "for all sorts of crackpots, tax raiders and political maneuvers." The ad mentions no brands.*

Brylcreem Court Win Erases Rival Valcream

(Continued from Page 3)

the basis that it failed to establish a likelihood of confusion or unfair competition.

Ritchie appealed in October to the U.S. court of appeals and obtained a reversal July 29. Attorneys for both sides have been ironing out details since then.

■ The court of appeals found that Chesebrough had failed in its duty as a "second comer" on the market to select a distinctive name and package. It found that in a significant number of instances there was actual confusion between Brylcreem and Valcream on the part of the buying public.

The court also held that there was "conscious imitation" by Valcream in such things as size and shape of tubes and cartons as well as in prices, colors, caps and tube openings, and labeling on tubes and packages.

Ritchie is a wholly owned subsidiary of the Beecham Group Ltd., of Great Britain, which says Brylcreem is the largest selling men's hair dressing in the U.S., Canada and 14 other world markets.

■ Kenyon & Eckhardt handles the Ritchie account here, which includes Silvikrin shampoo, and just last week K&E was assigned to handle U.S. introduction of Macleans toothpaste, made by Beecham.

In its brief filed with the U.S. court of appeals, Ritchie outlined the history of Brylcreem and for the years 1953 to 1958 (first ten months) it entered into the record its sales at the factory level; share of total U.S. hair dressing market, as reported by A. C. Nielsen, and annual advertising expenditures.

The court record showed 1959 Brylcreem sales of over $6,000,000.

■ Recent reports indicate that Brylcreem now has around 17% of the market, followed by Vitalis, with about 16%; Vaseline around 14%; Wildroot about 13% and Top Brass nearly 5%.

Valcream, during its heavy promotion days, was probably in fourth or fifth place in most of its markets, possibly third in some areas. In the past it was reported to have a total share of market around 2%, but more recently it dropped below that level. #

Brylcreem Sales, Market Share, Ad Investment

Year Ending March 31	Sales at Factory	Share of Market (Nielsen)	Advertising
1953	$ 854,000	2.6%	$ 696,800
1954	1,011,600	3.5	816,300
1955	1,628,700	4.2	1,086,800
1956	3,370,300	7.6	1,895,400
1957	4,626,300	9.9	2,219,800
1958	5,500,000	11.9	

NBC Sponsors Got Convention Bargain, Nielsen Data Show

NEW YORK, Sept. 2—People who think that big tv audiences can be drawn only by escapist fare, should take a look at the Nielsen audience data on the Democratic and Republican national conventions.

These lengthy meetings set new box office records in terms of total number of different homes reached by a single event. The Democrats, who continued later each session and ran one day longer than the GOP, drew the bigger audience.

■ The five-day Democratic convention was viewed by 86% of U. S. tv homes, for an average of nine hours and 38 minutes on all three networks. This means that 38,700,000 different tv homes watched the proceedings.

The four-day Republican meeting was seen by 82% of total U. S. tv homes, for an average of seven hours and 32 minutes. It's total national audience was 36,900,000 tv families.

The politicos, according to Nielsen, even outdrew the baseball players in the World Series, another long-running single event. Last year's clash between the Los Angeles Dodgers and the Chicago White Sox was seen by 77.2% of the total U. S. tv homes—or by a total of 34,400,000 different homes.

■ The delight, no doubt, of Lipton, Brown & Williamson, Goodrich, Field Enterprises, *Look*, Bristol-Myers and RCA, which bought the NBC coverage of both conventions at reduced prices, NBC drew enough homes during both meetings to lead the top ten rating list. The Democrats placed first on the second July report, with an average total audience rating of 37.1%; a lower figure—35.3—was good enough to give the Republicans the top position in the first August report.

The Westinghouse-sponsored CBS coverage placed second (32) in the case of the Democrats and third (28.7) in the case of the Republicans.

Viewing peaks were, for the Democrats, Sen. Eugene McCarthy's nominating speech for Adlai Stevenson and Sen. John Kennedy's acceptance speech. For the Republicans, the high points were Vice-President Richard Nixon's acceptance speech and President Eisenhower's address.

BEER AND—*Miller Brewing Co., Milwaukee, will push its High Life beer as a go-together with 35 food items in its fall drive. Some 24 pages will run in 13 magazines during the campaign. Mathisson & Associates is the agency.*

Parnas to Kelly-Smith

Harry Parnas, formerly with Doyle Dane Bernbach Inc., has joined Kelly-Smith Co., New York, newspaper representative, as director of the company's new sales development research department.

Russ-Bo Names Larrabee

Russ-Bo Sportswear Mfg. Co., Washington, has appointed Larrabee Associates, Washington, to handle its advertising.

Costs Less— Does More

An analysis of keyed coupon returns covering ten food and transportation advertisers using The New York Mirror, one other morning paper and three evening papers gives this result:

The Mirror space cost 16.8% of the total invested. But The Mirror produced 21.3% of the total returns – twice as many as any one of the evening papers.

Make The Mirror a MUST!

LARGEST FAMILY COVERAGE Offered By Any MAINE DAILY

Because it reaches more families—it gives advertisers greater returns at lower cost than any other Maine newspaper. No combined figures. Just one big morning issue that delivers the biggest selling punch in the state.

DAILY CIRCULATION NOW OVER 76,000

The Bangor Daily News
Maine's Largest Daily . . .
Represented by JOHNSON, KENT, GAVIN & SINDING, INC.

1 GENUINE GLOSSY PHOTOS
Made in Quantity Promptly! All that is needed is your negative or photograph
Delivery Information; Immediate

Quantity	5 x 7	8 x 10
50	$ 4.50	$ 6.00
100	8.00	9.50
500	30.00	42.50
1000	55.00	75.00

2 LITHO-MATIC PRINTS
High fidelity lithographed prints carefully reproduced. Great buy for large volume users. Inexpensive handling, mailing, etc. Can be folded.
Delivery: 7 working days

Size 8½ x 11 or Size 8 x 10 70 lb. and 60 lb. Per subject run	Quantity	Price
	500	$12.00
	2000	28.00
	5000	58.00

3 COLOR POST CARDS
Four-color natural process cards in all sizes. Outstanding color fidelity proofs free after order is placed.
Delivery: 6-8 weeks

Quantity	Per M	Total
6,500	$18.50	$120.25
12,500	13.50	168.75
25,000	10.95	273.75

4 35 MM COLOR SLIDES
Brilliant, true to color, uniformly excellent from 1 to 1000. Choice of ready mount (paper) or leica mount (glass & metal)
Delivery: 10 working days

	ReadyMount	Leica Mount
First copy	$ .70	$ .95
Additional	.27	.60
Duplicates	.25	.59
$12.50 M IN.	.24	.56
	.21	.53

5 EKTACOLOR (TYPE C) PRINTS
from Ektacolor or Kodacolor negative. Quality prints from 4x5 to 11x14, under most critical lab. controls.
Delivery: 10 working days

Quantity	4 x 5	8 x 10
1 print	$3.50	$7.50
3 prints	1.85 ea.	4.25 ea.
12 prints	1.00 ea.	2.80 ea.
50 prints	.75 ea.	1.90 ea.
100 prints	.55 ea.	1.65 ea.

6 DUPLICATE TRANSPARENCIES
Starting at 2¼ x 3¼. Quantity controlled to retain original snap & detail.
Delivery: 10 working days

Sizes	Price (Any Quantity)
2¼" x 3¼"	$2.10 ea.
3¼" x 4¼"	2.50 ea. $12.50
4" x 5"	3.00 ea. MIN.

OTHER EXPERT PHOTO-MATIC SERVICES INCLUDE:

Black and white prints from color negatives or transparencies

Black and White Photo Postcards in all sizes. Photo enlarging of all types.

Our own photo studios. Color or b & w photography under carefully controlled conditions.

Send today for free photo kit, with complete information, prices, samples, etc.

PHOTO MATIC

59 E. Illinois St., Chicago 11, Illinois Phone: WH 4-2929

Pauley Blueprints Gas Station Chain on Coast; Won't Use Trading Stamps

(Continued from Page 4)

whom are vps of Pauley Petroleum Inc., and Orris R. Hedges, chief counsel.

Stations of the Atascadero design will be built at the rate of one each 10 days and will be three-island layouts with a "dog house" office on the center island and a 10' x 36' structure in the rear housing office, storage area and restrooms.

Each island will have two pumps; a conventional Wayne computer pump to supply regular gasoline and the newly developed Wayne blender pump which delivers any of nine blends automatically, with price and gallonage also automatically computed.

■ The trade name for the new gasoline will be Pauley Blend, with each blend identified by numbers to indicate the grade of the gasoline. Pricing will be comparable to local independents with one exception.

This exception, Mr. Perry pointed out, will be that instead of the usual 4¢ to 6¢ a gallon jump from regular to top premium grades, Pauley's several grades will have price increments of 1¢ between the first two grades and a half-cent between all others.

Pauley expects to spread south toward Los Angeles and north, through Washington and Oregon, with stations to be built eventually throughout the Coast and neighboring states.

Each station will represent an average investment of $75,000 for land and improvements and most of the sites are being acquired by outright purchase. About one in four will be built by Pauley on leased land.

■ The sales philosophy behind Pauley's new marketing operations will depart radically from the conventional gas station practice in that the Pauley stations will not be in the tire-battery-accessories business.

"We will carry a few items," Mr. Perry said, "such as wiper blades, headlights, fan belts, a small stock of batteries and the like, but we will not be in the fender, brake, body or tire business.

"These are jobs for specialists in those fields and should be done by experienced mechanics. We're not even set up to do lube work or tire mounting. We can do quick oil changes, but that's about all.

"And, as Mr. Pauley insists, we are not going to get into the trading stamp hassle. We are gasoline merchants, not mechanics and certainly not high pressure salesmen.

"Whatever other item we offer will be special 'leader' items for the purpose of building traffic at our pumps. This may be anything from cigarets at cost or near cost to nylons for the ladies, to beach balls for the kids.

■ "If it's something that people can and will buy quicker and more conveniently and more economically from us while they're filling up their gas tanks, then we'll take a crack at it. There are a lot of items that people ordinarily have to go out of their way for, or things that they want but put off because it's inconvenient, and it may make sense for some of these to be available at the family car's refueling stop.

"We've discovered that women particularly are intrigued by the idea of having bulky or awkward to handle items loaded into their car trunk while they're stopped for gas; such things as fuel for the barbecue, chlorine for the family pool, garden fertilizer and others.

■ "We have a continuing program of merchandising research under way," Mr. Perry continued, "and as retailers we intend to offer our customers the basic elements of good retailing, convenience, quality and low cost."

The Pauley stations will have their own credit card system and will also honor all "approved" credit cards of other major oil firms as well as other commercial credit cards in common use.

The company does not plan to market lubricating oil under its own brand name, but will sell such well known brands as Quaker State and Pennzoil in addition to a low-priced line of canned oil which, according to Ned Bayly, sales manager, will be offered to motorists as "the world's most mediocre oil."

Advertising and sales promotion, handled by McNeill, McCleery & Cochran, Los Angeles, will include use of local radio, tv and newspapers in the areas where stations are being built.

■ Sales slogans will parody some well known competitive claims, such as "Pauley takes better care of your money" and "The most powerful savings your car can use."

Newspaper ads will be cast in the early New England tradition, in which "Pauley Stations Inc., gasoline merchants at not too dear a price, beg leave to announce . . ." profusely illustrated with authentic old time ad illustrations.

Radio spots will feature Frank Hemingway, West Coast news commentator, doing a parody on himself in a recorded "tour of the islands" at each Pauley station.

■ Pauley has not been marketing motor fuels since the days of Petrol Corp., which was sold in 1948.

One of the founders of Petrol was the late E. L. Pauley, who managed a major oil company in Indiana when the principal product was kerosene delivered by mule drawn tank wagons.

In California the early-day Pauley built parts of his first refinery in his own backyard, wildcatted successfully and with his sons built up the start of a chain of stations which eventually numbered hundreds of outlets selling Petrol and PDQ brands of gasoline.

Station identification, a pre-Disney type penguin, and PDQ's off-beat newspaper and radio ads (which boasted a ping as loud as anybody's) were a familiar sight and sound to pre-war motorists in California. #

Old Delft Names Sadowsky

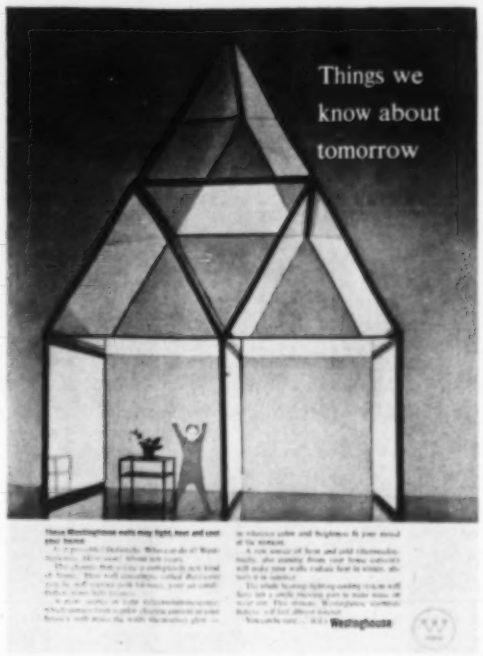
Old Delft Optical Co., Hicksville, N.Y., sales agency for the Netherlands company making the line of super-speed Odelca Photofluorographic x-ray cameras and accessories, has appointed Horace Sadowsky & Associates, Hicksville, its agency. The appointment marks Old Delft's first venture into national advertising in the U.S. The campaign will begin in October in business publications such as *Modern Hospital* and *Radiology*.

Wile Joins Ad Council

Frederic W. Wile, formerly with John Guedel Productions, has been named managing director of West Coast operations for the Advertising Council.

Y&R Ltd. Adds Gaines Product

General Foods Ltd. has named Young & Rubicam, Toronto, to handle the fall introduction of Gaines Gravy Train, a dog food.



CORPORATE — *This is one of a series of corporate ads Westinghouse is running in The New Yorker this year. This is the first time the company has had a regular corporate schedule in The New Yorker. Ketchum, MacLeod & Grove is the agency.*

Station Rep Group's One-Rate Drive Hurts Smaller Stations: Sonderling

(Continued from Page 1)

hood only, to take full advantage of the coverage area of a 5,000 or 50,000-watt station?

"It is not fair, it is not adequate, and it is economically impossible to charge the neighborhood stores the same rates as would be charged to a regional or national advertiser, whose product may be sold in thousands of outlets within the coverage area of the station.

■ "Furthermore, there are additional reasons why a radio station is entitled to charge higher rates for national business. We have to invest considerable money in surveys, research, merchandising, traveling and entertaining, salaries of national sales managers, and, last but not least, the 15% commission to our representatives."

Mr. Sonderling ripped into SRA's battle cry, "One rate: A like charge for like services," which he described as a "platitude to which you conveniently try to fit your theory."

"I can turn the phrase around by saying that a local advertiser who derives his business from a neighborhood only, certainly does not derive the same service from a radio station which has a primary service area with a radius of from 100 to 300 miles as a national advertiser who has a great many outlets within this area. There certainly cannot be any comparison whatsoever between the services rendered.

"I cannot see why it is up to you to interpret clauses of the American Assn. of Advertising Agencies contract and try to shove your interpretation down the throats of the broadcasters," he said.

■ "If you still feel that in the interests of the broadcasters adjustments should be made, then any suggestions you have should have been made person-to-person and transmitted from each station representative to his list of stations—but it certainly is completely out of place and uncalled for for you to send releases to the press and thus put the industry on the spot.

"You of all people should have a better understanding of the problems of the radio broadcasting industry. This problem is very simple . . . whereas newspapers to all practical intents and purposes have monopolies in most markets, we have tremendous competition and this competition will be reflected by the granting of special discounts, frequency rates, saturation packages, and what-have-you whenever it is necessary. There is only one way the advertising agency can be protected as to rate and that is by the integrity of the broadcaster," Mr. Sonderling concluded.

■ In New York, Mr. Webb declined to comment on Mr. Sonderling's letter. He did say, however, that he had written to Mr. Sonderling thanking him for the letter.

As to the reaction of broadcasters to SRA's stand on a single rate, Mr. Webb said he had heard from about 150 radio and tv stations (mostly radio) or representatives in the last two weeks.

He said that some 80% of the 150 stations said they already have a single rate or are planning to shift to a single rate, some of them in the fall. About 10% of the stations reported that they had a dual rate policy, gave their reasons for preferring this policy and indicated that they intend to continue with this policy, he said.

The rest of the stations, Mr. Webb said, were undecided about rates and posed a number of questions as to general practices in other markets.

WJR HEAD LAUDS SINGLE-RATE POLICY

DETROIT, Sept. 2—The point of view of the broadcaster who firmly supports the one-rate policy, was succinctly put by John F. Patt, president of WJR, in his letter commending Larry Webb and SRA for their efforts to promote a single rate.

"At WJR we have had such a policy in effect since the beginning of broadcasting. We find that it has saved us lots of confusion and embarrassment, and it simplifies the entire selling process at all levels—national, regional and local," Mr. Patt wrote.

"I am not entirely aware of what all our competitors do, but my impression is that the really important Detroit stations also have a single-rate policy.

"We were the last tv station [WJRT] to take the air in our area in Flint, and dual rates have applied there. In spite of that fact, it is our hope to move toward a single rate policy." #

'Ad Requirements' Rates Up

Advertising Requirements, Chicago, has issued a new rate card, effective Aug. 30, which increases the rate for a b&w page, one time, from $535 to $585.

Paul Russell, VP of BBDO, Is Dead at 45

NEW CANAAN, CONN., Aug. 30—Paul Russell, 45, vp and management supervisor of Batten, Barton, Durstine & Osborn, died of a heart attack at his home here last night.

Mr. Russell joined BBDO's San Francisco office as media director in 1943. Later he became an account executive and supervisor in the agency's Los Angeles and Minneapolis offices. He was elected a vp in 1954 and two years later was transferred to New York as a group head. Only last month he was named management supervisor on the Bristol-Myers, Philco, Coty, American-Standard, Vick Chemical and other accounts.

A graduate of the University of California, Mr. Russell worked in the outdoor field prior to joining BBDO.

HIL F. BEST

DETROIT, Aug. 30—Hil F. Best, 60, a 27-year veteran of Detroit advertising, died Aug. 25. He had operated his own representative company most of that time, although he had been inactive the last four years, the victim of a stroke suffered in 1956. His son, Michael, has been general manager of the Best company since that time.

Mr. Best was a native of Schenectady, N.Y., and had been employed in New York and in Tucson, prior to taking residence in Windsor, Ont., in 1933. He lived there 10 years while working in Detroit, then moved to Detroit. He had been a magazine, newspaper and radio representative, acting here for the Bottinelli-Kimball Co., representing small town newspapers, and was also Detroit manager of the George T. Hopewell Co. and Inde Sales Co., the latter representing radio stations. Hil F. Best Co., which he headed, is located in the 601 Park Ave. Bldg.

ANDREW WOLLENSAK

ROCHESTER, N. Y., Aug. 30—Andrew A. Wollensak, 61, vp in charge of sales and advertising of the Wollensak Optical Co., died Aug. 26 in Genesee Hospital. He had been ill for a short time.

Mr. Wollensak was the son and the nephew of Wollensak's founders. He also served as a director of the company.

Mr. Wollensak began selling for the company in 1924. In 1928 he added advertising to his duties and developed sales promotion and advertising campaigns to help sell Wollensak's expanding line of products—lenses, shutters, binoculars and telescopes.

ARTHUR E. CRUTTENDEN

BARRINGTON, ILL., Aug. 30—Arthur E. Cruttenden, 41, assistant account executive with Tatham-Laird, Chicago, died Aug. 27 of cancer at his home here.

Prior to joining Tatham-Laird in 1954 as merchandising manager, Mr. Cruttenden was an account executive and vp of Clinton E. Frank Inc., Chicago. Prior to that he was with the old Price, Robinson & Frank agency, Chicago, and also served in the sales department of Curtiss Candy Co.

Frito Special Offer Features Cardboard Jet Plane Models

Beginning Sept. 5, as a back-to-school free offer, Frito Co., Dallas, will attach more than 5,500,000 cut-out cardboard flying models of jet planes to selected packages of Fritos corn chips, in a national promotion. In addition to in-store special display material, the offer will be merchandised nationally with a saturation spot schedule on ABC and NBC network radio.

POUCH APPEAL—*This is one of the Live Better Electrically display pieces, stressing safety as exemplified by a kangaroo's pouch.*

Live Better Electrically Displays Tied to National 'Flameless' Theme

NEW YORK, Aug. 30—Getting a head start in 1961, Edison Electric Institute this week will send utilities all point of sale material for next year's Live Better Electrically program.

The material has been produced four months before the start of the new year to allow utilities time to use the materials in their own sales meetings and in meetings with appliance dealers, and to work key elements into their own ad campaigns, now being planned for next year.

In contrast to past LBE policy of promoting in "surge" periods, the new promotion materials will be available from September, 1960, throughout all of 1961. LBE national ads are also running throughout the year (AA, July 11), giving utilities and appliance dealers greater flexibility in scheduling their own tie-in campaigns.

■ The material is divided into three kits, covering electric ranges, water heaters and clothes dryers. All tie in with the national "flameless" copy theme, to be featured in *Better Homes & Gardens*, *Life* and *The Saturday Evening Post* throughout '61. Included in the kits are window streamers, circular display pieces, pennants, price stickers, silent salesmen, ad mats, and radio commercials.

For the point of sale material, various animals symbolize the customer benefits resulting from flameless electric appliances. A kangaroo with offspring in pouch illustrates the claim that electric water heating is safe. A swan sells the cleanliness of electric cooking. A duckling inside a life preserver implies that electric clothes drying is safe.

■ Before planning the '61 materials for utilities, EEI surveyed appliance dealers to find out what they wanted. The surveys showed that although appliance dealers rated local electric utility promotion highly, they sought greater opportunity for effectively tying in with national advertising themes. Hence, the "flameless" theme has been carried through all the material.

Compton Advertising is the agency.

CHICAGO ELECTRIC UTILITY SETS DRIVE

CHICAGO, Aug. 31—Commonwealth Edison Co. this month will launch the most intensive major electric appliance campaign in its history, with a four-in-one promotion. Electric ranges, clothes dryers, water heaters and all-electric kitchens will share billing in the electric company advertisements.

The campaign will break Sept. 18, with color ads in the weekend magazines of Chicago metropolitan newspapers. Tv, radio and some 200 other newspapers will be used to advertise the attractions of the "flameless" electric appliances.

Only a flameless electric dryer keeps clothes smelling sweet as these
(electric drying is flame-free)
MONEY-BACK GUARANTEE

CAMPAIGN—*Commonwealth Edison Co., Chicago, will use this ad in its electric appliance campaign.*

Cooperating appliance distributors and dealers will support the all-electric drive with supplementary advertising and other promotional activities. The campaign, handled by Leo Burnett Co., Chicago, will be closely allied with the national "flameless" campaign, sponsored by the Edison Electric Institute. #

Sheppard to Connecticut Post

William F. Sheppard, of Atlas-Milford, New York realtor, has been appointed director of advertising, promotion and public relations of Connecticut Post Center, Milford, Conn., a 75-acre shopping center. Atlas built the center. Connecticut Post, said to be the largest shopping center in New England with parking for 5,500 cars, will open Sept. 14.

Windsor Joins 'Sponsor'

Laurence C. Windsor Jr., formerly with the circulation administrative staff of Hearst Magazines, has joined Sponsor Publications Inc., New York, as circulation director. Mr. Windsor succeeds Benjamin Waldeck, who has joined Reply-O-Letter Co.

Top 25 TV Network Advertisers

Second Quarter, 1960 vs. 1959

Source: TvB figures from LNA-BAR. Gross time charges only.

'60 Rank	1960	1959	'60 Rank	1960	1959
1. Procter & Gamble	$12,506,267	$14,067,431	13. Brown & Williamson	2,842,789	1,707,999
2. American Home Products	8,365,411	6,755,167	14. General Mills	2,773,835	3,307,724
3. Lever Bros.	6,840,605	8,493,654	15. American Tobacco Co.	2,733,461	2,572,344
4. Colgate-Palmolive	5,856,924	5,876,904	16. National Biscuit	2,658,916	1,714,711
5. General Foods	5,183,500	4,966,484	17. Liggett & Myers	2,644,903	2,962,154
6. General Motors	5,131,783	5,402,297	18. Kellogg Co.	2,418,209	1,474,565
7. R. J. Reynolds	4,190,939	3,970,790	19. Bristol-Myers	2,376,510	3,099,453
8. Sterling Drug	3,957,891	3,220,155	20. Chrysler Corp.	2,341,180	2,249,020
9. Philip Morris	3,201,998	1,684,757	21. National Dairy	2,204,134	1,399,634
10. Gillette Co.	3,163,387	1,967,125	22. Miles Labs	2,165,031	1,840,899
11. Texaco	3,006,100	333,433	23. S. C. Johnson	2,155,441	1,719,123
12. Ford Motor Co.	2,916,546	2,703,465	24. Alberto-Culver	2,089,789	1,347,355
			25. Bayuk Cigars	1,884,072	1,565,090

Top Network TV Advertised Brands

Second Quarter, 1960 vs. 1959

Source: TvB figures from LNA-BAR. Gross time charges only.

'60 Rank	1960	1959	'60 Rank	1960	1959
1. Anacin tablets	$2,357,830	$2,415,775	16. Camel	1,188,774	1,556,717
2. Dristan	2,183,068	1,405,137	17. Phillips Milk of Magnesia	1,179,472	824,686
3. Texaco general promotion	1,988,181	64,380	18. Viceroy	1,064,639	1,234,975
4. Phillies cigars	1,874,692	1,565,090	19. Ford	1,034,066	1,834,566
5. Winston	1,721,234	1,371,823	20. Allstate Insurance	1,001,685	434,121
6. Bayer aspirin	1,652,813	1,332,009	21. Prudential Insurance	998,420	962,418
7. Pall Mall	1,559,402	1,011,582	22. Armstrong's floors & walls	997,787	524,563
8. L&M	1,346,409	1,324,438	23. Nabisco cookies	994,746	106,943
9. Tide	1,323,187	1,925,987	24. Kent	948,897	1,873,261
10. Gleem	1,288,459	1,660,063	25. One-A-Day vitamins	944,646	648,309
11. Salem	1,280,931	1,028,861			
12. Crest	1,253,071	1,018,087			
13. Chevrolet	1,227,800	2,126,684			
14. Bufferin	1,220,579	1,272,085			
15. Marlboro	1,201,511	808,026			

Farber Joins Stern, Walters

Paul L. Farber, formerly with the Chicago office of Young & Rubicam, has joined Stern, Walters & Simmons, Chicago, as an account executive. The agency also has been named to handle advertising and public relations for Park Ridge Inn, Park Ridge, Ill., a new motel which will open Sept. 30.

Equitable Names Klein

Mel Klein, formerly brand manager of Minute Maid Orange Bar for Donut Corp. of America Food Industry, New York, has been named ad and sales promotion manager of Equitable Paper Bag Co., Long Island City, N.Y.

Juvenile Decency

The New York Mirror Youth Program, started in 1941, has been called:

"The greatest single force for good citizenship among the young people of New York."

Last year 119,388 boys and girls participated in 32 cultural and athletic activities of this Youth Program, watched by 1,279,042 spectators.

It's one solid reason for the loyalty and responsiveness of Mirror families — the cream of the mass market.

Make The Mirror a MUST!

47th TV MARKET IN THE NATION

$2,000,000,000 IN RETAIL SALES

WOC-TV serves the largest market between Chicago and Omaha . . . Minneapolis and St. Louis. 438,480 TV homes; almost $3 billion in effective buying income; over $1 billion gross farm income.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Further proof of aggressiveness — WOC-TV offers the greatest amount of local programming — over 33 hours each week.

WOC TV channel 6
PRESIDENT Col. R. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
PETERS, GRIFFIN, WOODWARD, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

You Must TOUCH SECOND TO SCORE IN WISCONSIN

GREEN BAY APPLETON INTER URBIA MILWAUKEE

Finest Combination in the Game

Don't be misled by "spill-over" coverage claims. Only these two newspapers deliver this nearly ½ billion dollar market on a day to day selling basis.

Combined Daily Circulation 82,068
PUBLISHER'S STATEMENTS 6 MONTH AVERAGE 3-31-60

GREEN BAY PRESS-GAZETTE, Green Bay, Wis. APPLETON POST-CRESCENT, Appleton, Wis.

REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER CO.

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

Service News

505 N. LaSalle St., Chicago 10, Ill.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago Su 7-2255

Major market midwest television station desires account executive to take top billing list and continue to bring in profits. Excellent opportunity. Pleasant conditions. Outstanding potential. $12,000 the first year.

Box 4038, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRINTING PRODUCTION MAN DESIRING SALES POSITION

If you have experience in Graphic Arts, Litho, Web Offset or Rotogravure, a sales position with an established, respected Chicago Printer is open to you. Existing accounts and new contacts will be assigned to you. Send resume stating income requirements.

Box 4054, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE-LANCE writers, photographers, who want to produce feature material on regular basis as stringers for top-quality trade publication in farm and industrial power equipment field, please send brief resume to

Box 4042, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
A Specialized Placement Service
ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2386 226 S. State St., Chicago 4

HELP WANTED

Fast-growing 20-man, 4A agency in the growing Southwest needs a man to head its busy Radio-TV Department. If you're young, ambitious, full of ideas, and have Radio-TV copy experience, knowledge of production, and are willing to work hard, you may be the man we are seeking. Excellent opportunity for advancement within the agency. Air mail resume, picture, and starting salary requirements to **WARD HICKS ADVERTISING, P. O. Box 1317, Albuquerque, New Mexico.**

ENTERPRISING NEWS CORRESPONDENTS

Business, financial, communications, industries; free lance, for national and international weekly.

Box 4035, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL COPY WRITER—For our growing Western New York state agency we need a man who knows how to write forceful industrial copy in language that will sell hard-headed engineers. Good mechanical aptitude a must. Knowledge of the petroleum and chemical industry and/or engines is desirable but not necessarily essential if you have other qualities we need. Send us a resume and salary requirements. Not your present employer.

Box 4037, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING MANAGER

Lge Akron Co. 30-40 age. 3 yrs. agcy exp. 3-4 yrs with company. Adminstve, budgt, creative ability. $10,000.00.

Box 4062, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

COPYWRITER (free lance)

for small industrial advertising agency. Excellent, fast-growing opportunity. Must have good mechanical & technical background. Must live north, northwest in Chicago or northwest suburb. Office available to right man.

Merchandising Advertisers, Inc.
410 East Northwest Hwy.
Mount Prospect, Illinois

ADVERTISING MANAGER

Direct mail company wants creative ad man with extensive direct mail art, copy, and production background. Must relocate. Write **Personnel Director, Fingerhut Mfg. Co., 3104 W. Lake St., Minneapolis 16, Minnesota** stating age, experience, education, and salary range.

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

Wanted: Strong Rx drug writer able to create campaigns.

Must supply samples and show wide experience. Will be valued addition to ethical marketing group in midwest agency. Terms open. Write to

Box 4063, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITOR

Can you read blueprints?
Do you know building methods?
Have you had writing experience?
If so, there is a key spot for you at top business magazine. Send resume with salary requirements.

Box 4064, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

POSITIONS WANTED

My best salesman desires a management position in either radio or television. He billed $300,000 the past year. For details contact

Box 4039, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE PUBLIC RELATIONS

Seasoned newspaperman offers taste and economy for Chicago clients.

Box 4055, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING & PUBLIC RELATIONS

a/e, 35 available. Presently with small agcy. Excellent background in all media prod., & budget. Successful creative experience in all phases of promotional & informational activity. Journalism training and experience. Will relocate.

Box 4056, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEW, FRESH MIND: solic. copy cub. job. inex., but am Harvard grad., B.A., Cum Laude & have open, fresh, recept. mind. start in any job. lead. to copy. salary of lit. imp. desire only oppor., oppor. to enter ad., bec. tr. & exper., so that comb. with my lit. tal., I might bec. an effe. adman, succ. copywriter, & useful being doing a good, honest job. **J. C. Wallace, 6 Tennis Rd. Boston 28, Mass.**

4A SPACE SALESMAN

Alert, Ambitious, Able, Accomplished

Box 4057, ADVERTISING AGE
200 East Illinois St., Chicago 11, Illinois

Advertising & Sales Promotion Mgr.

Mature, efficient administrator of everything and anything that solves the problems of advertising and selling to business or industry. Ability to plan, write and supervise production of all advertising and sales promotion material. If you are looking for a man that accepts responsibility and produces results, I am your man! Min. Salary $14,000.
P. O. Box #1053, Hagerstown, Maryland

EXPERT FREE LANCE COPY!

Fresh concepts-modern market oriented ideas. 20 yrs. exp. in all printed media, radio & collateral material. Consumer, industrial & agricultural products. Out of town work invited. **W. Wallace 1520 Olive, Chicago 26, Ph. SU 4-1484**

12 YEARS FOR SALE

Advertising & sales promotion on capital equipment & allied products. Know engineering & mfg. processes. Top references. Can handle all phases of adv. program. Minimum $10,000.00

Box 4058, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

PROSPECTIVE RESEARCH TRAINEE

BA Psych. Have started evening courses toward MBA-Mkt. Res.
ME 7-2884 (Chicago)

SECRETARY

Thoroughly experienced, responsible and resourceful administrative assistant for president, executive or creative writer. Salary requirement high.
New York, MU 5-3700, Mrs. Rosemary Sanchez

Profit-Producing Direct Mail/S. P. Mgr . . . for services or products. 8 years exp. Complete campaigns: Copy thru lists testing, **and** projection of results.

Box 4059, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

I WANT TO SELL

Potential stifled in present situation. . . want challenge in advertising sales job, preferably national time or space. BA in English, young (27), ambitious, energetic, personable, and articulate. Experienced in all phases of direct mail and administration.

Box 4061, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

SPACE REP. NEW YORK

Ambitious, career-minded salesman for outstanding position and future in growing organization now expanding New York space sales staff. Send personal letter and complete work record in confidence.

Box 4060, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

YOUR NEW YORK OFFICE?

If you want efficient, economical representation in NYC, we are in position to function effectively for you. Formerly top 4A agency execs, now consultants. Feel free to write in strict confidence defining needs. References please.
Box 436, Astoria Station, N. Y. 23, N. Y.

MISCELLANEOUS

ADVERTISERS WANTING TO SHARE SPLIT RUN IN LIFE MAGAZINE

Series of full page ads starting in October. Please contact **Bill Collins, 856 Rio Grande Bldg., Dallas, Texas.**

ATTENTION ALL WRITERS! Authorship means prestige! Your short stories, articles, books, plays, will receive our prompt sales handling! Write immediately for free literature! **Literary Agent Mead, 915 Broadway, N. Y. C. 10.**

ADVERTISING OPPORTUNITIES AT DOW CHEMICAL

A continuing flow of new products and increased marketing activities necessitate an expansion of the Advertising Department. As a result, several new, challenging opportunities are available with Dow, one of the largest and most diversified chemical companies. The positions are open at Dow's general offices in Midland, Michigan, in the heart of Michigan's "water wonderland." Salaries will be commensurate with experience and ability. Paid vacations and the best in fringe benefits.

INDUSTRIAL ADVERTISING

Positions are open for college graduates, under 35, with a minimum of five years of basic industrial advertising experience. They will serve as staff men responsible for specific chemicals, plastics or metals advertising programs under the direction of a supervisor. They will participate in the planning and execution of advertising objectives, budgeting and programming for a variety of products serving many industries.

CONSUMER ADVERTISING

We are seeking a college graduate, under 35, with broad experience in and familiarity with all levels of supermarket trade advertising. His functions will include participation in the market planning for consumer packaged goods which are distributed through food outlets, and the execution of the advertising and promotional programs for them, under the direction of a supervisor.

AGRICULTURAL CHEMICAL ADVERTISING

We require a college graduate, under 35, with at least five years of experience in agricultural advertising, to be responsible for advertising and promoting agricultural chemical products. Under the direction of a supervisor, he will participate in the planning and execution of advertising objectives, including budgeting and programming.

BUILDING PRODUCTS ADVERTISING

We are seeking a college graduate, under 35, with five or more years of advertising experience in building products and construction. He will serve as a staff man responsible for specific product programs under the direction of a supervisor. He will participate in the planning and execution of advertising objectives, including budgeting and programming.

If you meet the above qualifications, write in confidence, giving complete resume and salary requirements.

Write to: W. D. Boone, Advertising Department
The Dow Chemical Company, Abbott Road Building
Midland, Michigan

DOW

ARE YOU
the
ACCOUNT SUPERVISOR
we need?

WE HAVE a top level supervisor spot on a major automobile account in our major 4A agency

WE WANT a top level marketing oriented account supervisor

IF YOU consider yourself qualified and will live where cars are born please write in full to Box 363, Advertising Age, 630 Third Avenue, New York 17, New York.

We Need Two More Outstanding Industrial Advertising Account Executives

You are an all-around industrial advertising man. You're good on contact—plan complete programs.

You have planned and written lots of advertisements, catalogs, bulletins, direct mail and sales promotional material.

You are a good writer. You like to write and you're prepared to do a lot of writing. You see the "graphics image" and aren't afraid of arresting formats. You can tackle a technical subject and come out on top of it. You can deal with presidents, engineers and shop personnel.

You'd like to work with a growing, well-financed, 50-man industrial and consumer goods agency that sets standards for itself that are always just a little bit better.

You don't insist on commuting from the suburbs into the big city—you'd enjoy a solid, sizeable midwest city where you can get to work in 10 to 15 minutes.

You haven't been a job-hopper and you're not about to be. You may not be actively looking, but you would consider a fresh challenge . . . a better opportunity . . . an environment in which you can learn more . . . an agency that stresses creativity . . . a place where you can be a true professional . . . an outfit that maybe works a little differently and a little better. No factions, no politics, no nepotism, no "heroes."

If this is you and you'd like to know more about us, write today and please don't spare the details. All replies held in strictest confidence.

Box 362, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL SALES LITERATURE

Direct mail campaigns, brochures, catalogs, written, designed and/or produced for U.S.A. markets and overseas, in any language. Hourly creative or full assignment basis, for manufacturers or agencies.

PROMOTION ASSOCIATES
800 Chanin Bldg., 122 E. 42nd St. New York 17.

DON HARRIS NEEDS:

. . . . a documented rare man for this once-in-a-blue moon job:

Few advertising agency men earn more than this job will pay. The man chosen will handle an account spending in the top bracket. (Yet special product experience is not required.) He must have a prestigeful record on one or more complex major accounts, lots of drive—and no hollow spaces. He must impress marketing and research heads and presidents, for example, as well as advertising directors. He must know how competitive down to the grass roots even today's biggest companies must be to keep share-of-market healthy. He just might be now an agency marketing director.

If such a man hesitates to send a resume, or to identify himself, he may contact Don Harris initially through an intermediary.

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WAbash 2-9400

ADVERTISING MANAGER WANTED

Excellent opportunity for experienced advertising man with creative ability. Considerable industry contact work required. Prefer former agency man with food background. National headquarters located in Florida. Salary five figures. Send complete resume with photograph and salary requirements. All replies will be handled in strict confidence.

Box 337 Advertising Age
200 E. Illinois St., Chicago 11, Ill.

20/20 VISION

Nearly all the editorial people at Gebbie Press wear glasses. You probably would, too, if you read 4,000 house organs every month. But this reading gives them a keen insight into what makes a good house organ. Like to see some of our ideas? **Gebbie Press, 151 W. 48, NYC.**

ART DIRECTOR SEEKS CHANGE

Creative agency art director on million dollar accounts, strong on administrative and client contact. Works well with copy people. Desires new horizons with challenge and opportunity. Resume sent upon request. Write Box 361, **Advertising Age, 200 E. Illinois St., Chicago 1, Illinois.**

Our 49th Year

SALES PROM. Mgr.—Chain Store food exp., desired $10-15,000
SALES PROM. Writer—elec. bkgnd excel. oppty—mfg. co. 9-11,000
COPY/CONTACT—auto. exp. expanding Chgo. agcy. 8-10,000
PUBLICITY WRITER—4A agcy indl. & general a/cs. 8,500+
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

LIKE, I CAN BE HAD!

Young, small agency boss is tired of going it alone. Seeks affiliation or merger with talented creative agency that wants to go places. Brings $200,000 billings plus good prospects. Box 358, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING CHEMICAL INDUSTRY

For a young man with 2 to 3 years industrial advertising experience, this is a major opportunity. Work will involve assisting Sales Manager in sales promotion, trade shows, and coordinating advertising program with agency.

Must possess the ability to work well with all levels of our organization, work smoothly and efficiently under pressure and possess the capacity to develop further.

College education required, which can be in Journalism, Business Administration or Liberal Arts. General Science courses including Chemistry helpful.

Attractive salary arrangement with provision for relocation expenses. Location at new plant site near Parkersburg, W. Va.

Box 359, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

SALES MANAGER—TV STATION

Our client is an NBC-TV affiliate in a medium-sized Pa. city where living is pleasant and a dollar still goes a long way.

They seek a Sales Manager who can increase already substantial local and regional billing by strong personal selling and effectively motivating and directing a two-man sales force.

While we prefer a man with local TV station sales management experience, we will consider a strong TV salesman, ready to move up, or a man with closely related experience. Position pays a substantial base salary plus commissions in accordance with experience.

Write in confidence.

FREDERICK CHUSID & COMPANY,
Management Consultants,
221 North LaSalle Street,
Chicago, Illinois

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, ILL.
CEntral 6-5670

For Sale
MAGAZINE AVAILABLE
WISCONSIN ANNUAL
A REAL MONEY-MAKER

Net $20,000—1960 issue on 1/20th of its potential. No competition. $25,000 will handle. For details—phone or write.

John Yeager
53 W. Jackson, Chicago, GR 7-3200

ADVERTISING MANAGER

Medium-sized wholesale firm selling seeds, plants, bulbs to florists. Needs experienced man with working knowledge of ad production, catalogs, direct mail, trade paper and consumer advertising. Technical knowledge of floral business unnecessary. Plenty of opportunity. Send full particulars to **Carl Ball, Geo. J. Ball, Inc., West Chicago, Illinois.**

17 YEARS MAJOR AGENCY WRITER
17 YEARS MAJOR AGENCY ACCT EXEC

Unusual circumstances make this senior copy/contact man available. Branch office manager of top 20 agency. 17 years on blue chip national accounts successfully handling both creative and client service. Background covers beverages, appliances, automotive, food, industrial. If you need a senior writer . . . or a mature account executive . . . or both in the same man . . . write this week. Or if you need an advertising director who can talk management's language, then get the message across to the agency, send for his resume. Under 40. Will re-locate. Box 360, Advertising Age, 630 Third Avenue, New York 17, New York.

OPPORTUNITY FOR AN ADVERTISING SPACE SALESMAN

Nationally distributed woman's magazine offers a challenging opportunity for a salesman with a successful record of selling space to leading advertising agency executives and manufacturers.

This is a position for an intelligent, personable young man of sound judgment, aggressive action and ambitious determination. Pays substantial salary, commission, expenses; no travel.

Send resume of experience and sales record to: Box 351, Advertising Age, 630 Third Avenue, New York 17, New York. Our staff knows of this advertisement.

COPY SUPERVISOR

(or Creative Director if you're good enough)

But you must be able to plan and write advertising in the high fashion field. Also, you must not be afraid to go west of the Hudson.

Specifications:

1. Fashion flair
2. Extensive experience in cosmetic or high fashion advertising
3. Proven ability to supervise a creative group.

This is a high paying opportunity with a large 4A agency. Write in full to Box 364, Advertising Age, 630 Third Avenue, New York 17, New York.

Memo to Advanced Management—
TODAY'S TREND:
TAILORED TEMPORARY
OFFICE PERSONNEL
Proven by America's Leading Companies to be more:
ECONOMICAL—Minimizes paper work, training and benefit costs, fixed payroll expenses.
PRACTICAL—For peak workloads, vacation periods, confidential programs, special assignments, other emergencies.
RELIABLE—Each bonded applicant thoroughly screened for specific skills, intelligence and adaptability.
Available the same day you call—just phone:
OXford 7-1145
ACCREDITED OFFICE SERVICE
60 E. 42 St., Rm. 3018, New York 17, N. Y.
Division of
AA Accredited Aides, Inc.

WE NEED A TOP NOTCH FILM WRITER

We are looking for a FULLY EXPERIENCED motion picture writer. Versatile, productive, with ability to write film TV commercials, proposals, industrial films, sound slidefilms, live business shows and TV show series. Able to work well with storyboard artists and client directors. Agency experience desirable but not essential. The right salary for the right man with fast growing opportunities in the commercial film industry.

Write (please don't telephone) in confidence to:

Ruth L. Ratny
FRED NILES PRODUCTIONS, INC.
1058 W. Washington Blvd., Chicago 7

ARB Expands Office Space

American Research Bureau, Beltsville, Md., has leased additional space in New York, at 1 Rockefeller Plaza, for its agency sales division. Occupany is expected by mid-October, after alterations have been completed. The new office will handle television networks and film accounts in addition to advertising agencies.

Triangle Names Peters, Griffin

Peters, Griffin, Woodward, New York, has been named national representative for Triangle Stations, WSJS and WSJS-TV, Winston-Salem, effective Sept. 1. The stations formerly were represented by Headley-Reed Co.

Witherell Joins Pentron

John A. Witherell has been named merchandising manager of Pentron Sales Co., Chicago, manufacturer of tape recorders, air purifiers and other products. He formerly was national sales training manager of the consumer products division of Motorola Inc.

TRIO—*The September Seventeen carries a tie-in promotion of RCA Victor Living stereo; Ripple Sole shoes, and Peter Freund Fashions. Leonard F. Fellman Co., merchandise specialist, coordinated the program. Reilly, Brown & Tapply is the Ripple agency; Chernow is the Freund agency; and JWT is the RCA Victor agency.*

Management Group's Ad Course Set for Saranac Lake, L. A.

NEW YORK, Sept. 1—An advertising course designed by the American Management Assn. and a "task force" of 11 top men in their fields will be presented for ad and marketing executives this month.

The course, which AMA plans as the third of its permanent series for management leaders, will be given four times at Saranac Lake, N. Y. Dates for the new series are Oct. 24 to 28, Feb. 6 to 10, April 17 to 21 and May 1 to 5. It will also be given in Los Angeles Dec. 12 to 16.

Discussions will emphasize (1) the potential and the limitations of various types of advertising; (2) advertising as a business investment; (3) methods of determining advertising investment, and (4) how advertising can shape the company image.

■ Task force members who worked with AMA on the project are C. L. Chase, ad and sales promotion manager, chemical & metallurgical division of General Electric; Mack Hanan, managing partner of Hanan & Son, New York; Edmund D. Kennedy, ad and sales promotion manager of Monsanto Chemical Co.; Theodore Kaufman, vp at Grey Advertising; Steven Manning, vp in charge of advertising and sales promotion of Tyrex Inc.; David Mayer, ad director of Coty Inc.; Donald R. McComb, ad manager of Warner Electric Brake & Clutch Co.; Marshall C. Lewis, vp of Marsteller, Rickard, Gebhardt & Reed; Robert Douglass Stuart, president of Robert Douglass Stuart Associates; John Van Horson, account supervisor with Fletcher Richards, Calkins & Holden; and M. E. Ziegenhagen, in charge of public relations for Babcock & Wilcox. #

Kaufman Adds Nevamar, Metropolitan Food Corp.

Henry J. Kaufman & Associates, Washington, has been appointed to handle advertising for Nevamar Carefree Kitchens, Odenton, Md., manufacturer of high quality cabinets of plastic laminate. The company, which has been in production six years, has nationwide distribution. Plans call for advertising in trade papers and consumer magazines.

The Kaufman agency has also been appointed to handle advertising for Metropolitan Food Corp., distributor of Amana freezers and refrigerators and operator of the Metropolitan Food Club.

Seagram Pins 7 Crown Drive to Bowling Motif

NEW YORK, Aug. 30—Seagram Distillers Co., whose 7 Crown brand got a $6,000,000 advertising push last year, will kick off its biggest fall campaign in newspapers and magazines immediately after Labor Day. These media got $5,000,000 in 7 Crown advertising in 1959.

The ad and sales promotion campaign is designed to "Bowl 'em over," for the advertising is a comprehensive salute to the nation's biggest participation sport—bowling.

Timed for the official opening of league competitions, the ad campaign is the latest in the 7 Crown series based on a how-the-nation-lives theme.

THE LAST PIN—*When the game is over and the last pin is down, that's the time for 7 Crown, according to the fall ads prepared by Warwick & Legler, New York, for Seagram Distillers Co.*

Last February and March, 7 Crown's newspaper and magazine schedule featured "leisure-hour refreshment and enjoyment." In May, the brand ran to a vacation theme: "Vacation, U.S.A. Wherever you go, 7 Crown is there to add its special flavor."

Last fall, too, the campaign was geared to a similar theme, featuring "contemporary scenes of leisure-hour relaxation in an American home at the end of a working day."

■ This fall's campaign is a variation on the old theme. According to George E. Mosley, vp in charge of advertising and sales promotion, the tremendous growth of bowling "is an outstanding trend in today's pattern of contemporary living and leisure time activity."

Seven magazines will feature 7 Crown in color spreads. The campaign will kick off in *Life* Sept. 12 and in *Look* Sept. 27. *American Legion Magazine* will also carry the ad in September, while in October it will run in *Argosy, Elks, True* and *V.F.W. Magazine.*

The newspaper outlay has been stepped up by 21, to 500, compared with last fall; 418 markets will be covered—39 more than last year.

■ The 7 Crown ad depicts a typical couple enjoying an evening at a bowling lane. Headlined "Bowling night," the ad proclaims, "How smoothly 7 Crown completes the evening's pleasure." The copy adds: "When the last pin is down, it's Seagram's turn to stand and be counted."

Point of purchase material, all adapted to the bowling theme, is being made available. In addition, a comprehensive handbook on bowling will be available where regulations permit.

Warwick & Legler, New York, is the agency. #

Bloomfield Competition Opens for New England Companies

Competition has opened for the 1961 Daniel Bloomfield Award in marketing, sponsored by the Boston chapter of the American Marketing Assn. The Bloomfield award is given each year to the New England company which has made the most outstanding contribution to the science of marketing. This may include successful marketing research, new techniques in marketing organization and control, specific sales, sales promotion and advertising campaigns, and total marketing plans for a company for a year or longer period.

The award honors Daniel Bloomfield, who served for 35 years as exec vp of the Retail Trade Board of Boston and founded the Boston Conference on Distribution. Details of the competition, which closes Sept. 15, are available from Robert F. Agne, Harold Cabot & Co., 136 Federal St., Boston.

United Film Names Magel

Fred E. Magel has been appointed assistant resident vp in the Chicago office of United Film Service, Kansas City. He formerly was division manager in charge of sales in Ohio and Pennsylvania.

Nielsen Network TV

Two Weeks Ending Aug. 7, 1960

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Republican Convention (Several sponsors, NBC)	15,956
2	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	15,594
3	Republican Convention (Westinghouse, CBS)	12,972
4	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	12,430
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	12,385
6	77 Sunset Strip (Several sponsors, ABC)	11,300
7	The Untouchables (Several sponsors, ABC)	10,984
8	Armstrong Circle Theater (Armstrong Cork Co., CBS)	10,441
9	California All Star Rodeo (Carter Products, CBS)	9,899
10	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	9,718

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Republican Convention (Several sponsors, NBC)	35.3
2	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	34.5
3	Republican Convention (Westinghouse, CBS)	28.7
4	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	27.5
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	27.4
6	77 Sunset Strip (Several sponsors, ABC)	25.0
7	The Untouchables (Several sponsors, ABC)	24.3
8	Armstrong Circle Theater (Armstrong Cork Co., CBS)	23.1
9	California All Star Rodeo (Carter Products, CBS)	21.9
10	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	21.5

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	14,419
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	11,255
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	9,582
4	77 Sunset Strip (Several sponsors, ABC)	8,814
5	The Untouchables (Several sponsors, ABC)	8,724
6	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	8,633
7	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	8,543
8	What's My Line (Kellogg, Sunbeam, CBS)	8,362
9	Happy (Kraft Foods, NBC)	8,046
10	Armstrong Circle Theater (Armstrong Cork Co., CBS)	7,820

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	31.9
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	24.9
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	21.2
4	77 Sunset Strip (Several sponsors, ABC)	19.5
5	The Untouchables (Several sponsors, ABC)	19.3
6	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	19.1
7	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	18.9
8	What's My Line (Kellogg, Sunbeam, CBS)	18.5
9	Happy (Kraft Foods, NBC)	17.8
10	Armstrong Circle Theater (Armstrong Cork Co., CBS)	17.3

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

Miller Brewing Boosts Cushenberry, Ball

Miller Brewing Co., Milwaukee, has promoted Harold C. Cushenberry to director of sales and Edward G. Ball to director of sales promotion, following the resignation of Charles C. Davis, marketing director.

Harold Cushenberry

Edward G. Ball

Mr. Ball, who will direct advertising, merchandising, sales promotion and public relations, joined Miller in 1956 as advertising manager. Mr. Cushenberry formerly was field sales manager.

Begue Joins WICD

John Begue has been named station manager for WICD, Danville, Ill., tv station. WICD recently was purchased by Plains Television Corp. of Illinois. Mr. Begue formerly was affiliated with WICS, Springfield, Ill.

234,333
YOU CAN'T IGNORE

. . . or else you'll miss the many potential customers from the metropolitan area alone who read The Detroit Times, and your ads, exclusively (130,889 more than Detroit's morning paper*). Another fact you can't ignore: 83% of Times metropolitan-area readers get home delivery. To talk to Detroit, pay heed to the Times.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

It must concern you...

So many of the customers sold on your brands are now shopping in suburban centers, that *maintaining* your central-city retail sales must concern you.

Brand-conscious Negro families are your new central-city customer potentials. 62% of these prospects rely on **EBONY** Magazine for brand preferences offered by 57 of the 100 largest U. S. advertisers. **EBONY** circulation — up 57% in past 30 months... **EBONY** advertising is up 36%.

You may not be an **EBONY** advertiser. But you must be concerned with population trends and the selling problems of your central-city retailers. **EBONY** is the only visual medium that can give you expanded "effective" selling power among central-city replacement prospects.

For your copy "You Can Increase Your Sales In Central-City" write to

EBONY

"Your Central-City Magazine"

NEW YORK
CHICAGO
LOS ANGELES

A "Special Interest" Magazine

Reaching more than 360,000 adult males whose principal hobby is guns and shooting.

Write for sample copy!

The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C.

Dentists Tag Along With ADA on Crest

(Continued from Page 1)

approach and it is paying off," a Chicago dentist comments.

■ "I compliment Crest upon their research efforts and their integrity in advertising within the recommendations of the ADA committee," says a Toledo dentist. A St. Louis dentist concurs—the advertising "has been a great benefit and in good taste."

One, who expressed dismay that Crest was being touted as a panacea for decay, obviously had not been reading the ads, which state clearly in the headline: "Crest has made news because it's effective against cavities—not because it's a cure-all." An anonymous respondent commented: "the endorsement itself is not what Crest has made it out to be."

■ Most of the dentists who praised the advertising as well as those who were critical of the promotion—which to date has been large-space and soft-sell—appear to be unaware that all Crest advertising is being cleared with the ADA by Procter & Gamble, the manufacturer, under the terms of the endorsement. What the reports from the dentists show clearly is their confidence in (1) the ADA and (2) the university research. The dentists who approve have no qualms about the commercial implications of the endorsement. "I heartily approve the action," agrees an Atlanta dentist. "About time . . . something constructive," says a St. Louis dentist. Dr. Morris Goldberg, Dayton, believes "the efforts of Procter & Gamble under Dr. Joseph Mueller were such that they could not help but be crowned with the success manifested by the ADA endorsement." "It is an advancement in dental science," writes Dr. Richard J. Frank, of St. Paul. A San Francisco dentist sums up: "ADA would not have endorsed it if it were not good."

■ One note of compassion came from a Houston dentist, who thought the ADA endorsement was "fine—except that it hurt the rest of the toothpaste industry."

A Norfolk dentist says he's "happy to hear that the ADA has finally endorsed a toothpaste."

The university research had an effect—"Since I am an I.U. graduate," wrote an Indianapolis dentist, "I have been close enough to the research done there with Crest that I am able to endorse it." Dr. J. N. Nolan, Birmingham, Ala., says he has been recommending Crest "ever since the U. of Illinois came out with stannous fluoride and its research."

Will Recommend?

On the crucial point of whether they would recommend Crest to patients, the approving dentists revealed somewhat less unanimity:

■ While a Tampa dentist has recommended Crest since it came on the market, he also tells "my patients that Crest will not be a 'cure-all,' but may help to a certain extent in decay prevention." Dr. Rollin S. Beach, Cleveland, tells his patients "they couldn't do better" than to switch to Crest. A Chicago dentist who recommends Crest temporizes—"as an aid—okay." Says a Houston dentist of his recommendation—"If asked, I do." A Norfolk dentist is firm: "I have been telling them that for the first time the ADA has endorsed a toothpaste and it would be a good idea to switch to Crest, keeping in mind that it is a good tooth decay preventative and they should not be lax on other good oral hygiene methods."

■ A Tulsa dentist says he recommends Crest only to "some" patients, adding "it irritates the gingival on many." Says Dr. John Mach, Omaha, "I recommend Crest to all my patients. It does the work." Dr. Ray L. Bowden, Ft. Worth, says briefly he has been "recommending Crest for the last three years," and tells patients "the truth, Crest is the best." More cautiously, a Dayton dentist tells his patients precisely what the ADA did: "Crest can be of significant value when used in a *conscientiously* applied program." Dr. James A. Garson, Portland, Ore., a Crest user for three years, says he "felt it was the best and appreciated vindication of our opinion."

Dr. E. R. Eckhart, Seattle, recommends it for children up to 14 years, and reports that patients haven't asked him yet about the ADA endorsement. Dr. R. L. Grove, Omaha, recommends it with the language that "there seems to be some proof that Crest will aid decay prevention. With proper public education we know it will."

And What Do Dentists Use?

Drug advertising has always made much of what product the medical men use for their own medication. The last question in AA's questionnaire was: "What dentifrice do you now use? Will you switch to Crest?"

Fourteen dentists said they were now using Crest, several since its introduction. Eleven said they planned to switch to Crest, although not necessarily exclusively. Seven use any brand available; three use Colgate; two each for Craig-Martin and Ipana; one each for Kolynos, Ammi-I-Dent, Dr. Lyons, Py-Co-Pay, Stripe, Vince, and Kep, and one each for "any powder" and "ammoniated." #

Dissent: Minor but Vehement

"Ill advised," "unfortunate," "unethical," "deplorable," "incredible," "odious," "very poor," "surprised" and "who got paid?" were among the replies from about a score of dentists across the country who expressed varying degrees of opposition to the ADA endorsement.

Some of the most strenuous opposition came from a Kansas City, Mo., dentist, who wrote a lengthy note and concluded: "I don't think you would want to put any of this in a news story, do you?"

He said he did not think "too much" of the ADA action and "about the only real good derived from it will be for awhile to the Crest Mfg. Co. [sic]." He concluded in measured sarcasm, "Sure I'll try Crest in a big way . . . Dr. Lyon's toothpowder."

■ Most dentists who disapproved of the action requested AA not to use their names. Several actually tore the saluation off the letters addressed to them so that there was no possibility of identification.

But others appeared unconcerned. Dr. Henry D. Adams of Washington said the ADA endorsement was "incredible," based on "insufficient study," was "questionable from every angle" and he did "not believe they can back the endorsement."

Dr. Adams said he would not recommend Crest to his patients because "its background, as I have heard, is odious," and commented that some of his patients have "raised the question of payola."

■ Dr. Robert O. Black Jr. of Memphis said: "I think it is deplorable that they [the ADA] would lead the highly gullible American public to believe that Crest is the whole answer instead of just an aid, which I do believe." Actually, Crest advertising has been about its use as an aid.

Dr. John W. Scott of San Antonio said he would recommend Crest to his patients as "acceptable but not necessarily a proven preventive." As for him, he's a Kolynos user and doesn't plan to switch.

A downtown New Orleans dentist observed: "The ADA should endorse stannous fluoride toothpaste but not name Crest by commercial name." He said he was a Colgate user "but my children receive systemic sodium fluoride daily and receive topical stannous fluoride applications every six months."

■ An Oakland, Cal., practitioner who was "not in favor" of the endorsement and said he would not recommend Crest above any other dentifrice, commented: "Fluoride is most effective when applied by the dentist."

Dr. Albert Jacobs of Toledo, who did not approve of the endorsement, said he would suggest Crest "in cases of rampant caries where anything is worth trying." His personal preference: "I have and will continue to use any dentifrice that happens to be on sale at the stores."

Several of the replies pointed out that Crest has received a Group B endorsement, rather than full approval, which means "there is insufficient evidence to justify their present acceptance, but there is reasonable evidence of their usefulness and safety." ("Most dentifrices have usefulness," said one.) Some added that they would not recommend the product until this conditional approval became a "full acceptance without reservations" by the ADA council on dental therapeutics.

■ Several other dentists expressed a widely-held belief on the subject of cavities, which could be summed up in the words of Dr. Leonard Karp of Phoenix: "I am still convinced that the only true way to control caries is with proper and frequent brushing and hygiene plus dietary control."

A Long Beach, Cal., dentist said: "The toothbrush is still the instrument for cleaning the teeth, with proper instruction." He thought there "may be" scientific proof for the ADA approval but "I am opposed to commercial endorsement by any professional body—which tends to cheapen our purpose."

The dentist who wanted to know "who got paid?" for the ADA endorsement was from Cleveland. He said he would tell patients who ask to use Crest, "If you wish, but don't complain if the teeth still decay." His method of buying toothpaste? "First one I reach for on the counter."

■ Dr. Max Armstrong, from Tulsa—a community with a fluoridated water supply ("So we don't need their fluoristan")—said he "told the Crest representative if the ADA committee meant for their endorsement to mean you should use Crest and Crest alone, they are all wrong." He would not recommend Crest to his patients and was remaining loyal to Py-Co-Pay powder.

A Milwaukee dentist, who considered the endorsement "unethical," nevertheless said he would tell patients who asked that Crest was "probably advantageous in specific cases and if used faithfully after each meal and particularly applying to younger people." A Chicago dentist said he would recommend Crest for children and teen agers, but doubted if it would be of any particular benefit adults' teeth.

■ An advertising-conscious dentist from Buffalo wrote: "Even if the paste is no better than any other, at least the splurge of advertising will make people more dentally conscious." (He thus echoed the defense of many dentifrice advertisers when criticized for blatancy.) He thought Crest was a good product "especially for younger people but I doubt it is any more effective than any other paste for adult people." Discussing the endorsement, he wrote, "I'm sure the ADA would not endorse unless it definitely had merit."

But from San Francisco came this comment: "I feel the ADA as representative of the ethical segment of the dental profession should never have allowed itself to be 'used' for commercial purposes and public endorsement."

This dentist said he was a former researcher in dental caries and "seriously questioned the true value of short term studies of restricted samplings in this field. Two year studies have very often shown spectacular reduction in caries susceptibility from almost any alleged cause."

■ At least two of the dentists who replied evidently thought AA was in a position to supply samples of Crest, which suggests they would welcome a Crest detail man with samples in tow. Said a West Coast free-loader: "I plan to use Crest but I'm not going to get excited if another brand is given me—got any free samples?" #

Plaintive Note

A Miami dentist, obviously not a hardened AA reader, wound up his questionnaire with a query:

"Why didn't you tell the dentists so we could buy Procter & Gamble's stock before the announcement?"

If it's any comfort to the Miami dentist, several AA reporters—who knew the essential facts of the ADA-Crest endorsement one week before it was made public—have also been kicking themselves for not having bought P&G.

DISPLAYS—*Tying in with print and tv campaigns are these three point of sale displays designed by Stanley Sussman, director of display for Revlon Inc., New York. The first, with the girl, uses a velvet covered cardboard hand with an actual metal compact riveted to the display. The second was created in a light box and again used an actual riveted compact. The third uses embossed foil compacts.*

Hospitals Need Big Ad Push to Raise Funds, Foote Says

SAN FRANCISCO, Aug. 30—Financing of private hospitals is "still in the handicraft stage," delegates to the 62nd annual convention of the American Hospital Assn. were told here today by Emerson Foote, president of McCann-Erickson Advertising (U.S.A.).

"Nearly always tending to suffocate the truly zealous efforts of hospital fund raisers," Mr. Foote declared, "is a great curtain of apathy and lack of public understanding and enlightenment about hospitals."

The nation's private hospital system, Mr. Foote declared, is running from a minimum of $300,000,000 to a maximum of $500,000,000 a year behind what the system needs to meet the needs of the expanding population.

"It is my firm conviction," Mr. Foote said, "that the hospitals of this country cannot solve their basic problem of communication with the public without the use of paid advertising on a massive scale.

■ "Public apathy and indifference," he said, "can be changed and private giving vastly increased by consistent employment of the communications force which advertising uniquely makes possible.

"Let me emphasize again that an advertising campaign would in no way substitute for the very important job of communications now being carried out through other means. It would be an addition to existing public relations programs.

"I would urge you not to consider advertising on a small scale; $1,000,000 or $2,000,000 might be expended on a national advertising program about hospitals—with no effect whatever," Mr. Foote said. #

Grandin Joins Nixon Staff

Henry B. Grandin Jr., has left the San Francisco office of McCann-Erickson to join the Nixon Volunteers staff in Washington, D.C., where he will function as a field director for the Nixon and Lodge national campaign committee. Mr. Grandin will coordinate plans and advance arrangements for appearances of the two political candidates at campaign rallies.

FTC Pushes Voluntary Eradication of Ad Abuses in Refrigerators, Boats, Jewelry

WASHINGTON, Sept. 1—The Federal Trade Commission applied pressure this week for a voluntary cleanup in the advertising of refrigerators, pleasure boats and jewelry and watches.

• A letter from the commission's bureau of consultation gave refrigerator manufacturers 30 days to signify their intention to stop advertising the gross instead of the net capacity of their appliances.

After the grace period, "any advertising or labeling using gross volume figures and not changed will be referred to the FTC's bureau of investigation for further consideration," the letter said.

• Advertising of pleasure boats is to be examined at a trade practice conference at the International Amphitheater, in Chicago, Oct. 17, FTC announced.

Based on a proposal from the National Assn. of Engine & Boat Manufacturers and the Outboard Boating Club of America, the conference is "a move to forestall on all industrywide basis the use of misleading advertising in this $500,000,000 industry," FTC said. The two groups account for 218 companies producing roughly 75% of the nation's pleasure boats, FTC estimated.

• The commission's latest move in the jewelry field is a conference for representatives of retail department stores, chain drug and variety stores, scheduled for Sept. 29 in the Congress Hotel, Chicago, to discuss FTC rules and regulations for the advertising of jewelry and watches.

Patterned after a similar meeting which was held in New York early this summer, the conference is a briefing session designed particularly for big retail organizations which are relatively new to the jewelry field.

■ While FTC has just officially entered the dispute over "gross cubage" ads for refrigerators, there have been signs that most manufacturers are ready to abandon the controversial technique. Two weeks ago Allen E. Bachman, exec vp of National Better Business Bureau reported that the practice is already being abandoned through the combined efforts of National Electrical Manufacturers Assn. and NBBB (AA, Aug. 22).

In a letter to all manufacturers and to all retailers who sell refrigerators under private brand names, John R. Heim, director of FTC's bureau of consultation declared this week: "It is our opinion at staff level that this practice—the advertising of gross capacity of refrigerators—may have the tendency and capacity to mislead consumers."

Paul A. Jamarik, assistant director of the bureau of consultation, said FTC feels the consumer is best advised of a refrigerator's capacity when the net volume is used in advertising and labeling. "Only this volume can be used for food storage," he pointed out. "Gross volume, on the other hand, includes the space occupied by the condenser, coils, baffles, insulated partitions and ducts."

■ FTC's forthcoming conference on pleasure boat advertising will go into such elements as deception as to length of boat, misleading speed claims, deceptive pricing, deceptive guarantees and deceptive safety claims. Commissioner William C. Kern is to preside at the conference.

■ At the jewelry meeting in Chicago, FTC spokesmen will explain some of the special terms, such as "gold filled," "fresh water pearl," and "shockproof" which have been sources of trouble in the jewelry and watch industry in the past. An earlier New York meeting also led to extensive discussion of "guarantees" and of Robinson-Patman Act restrictions on cooperative advertising arrangements.

FTC said similar jewelry conferences for non-jewelry retailing groups are also contemplated for Los Angeles and San Francisco at a date still to be determined. #

Curtis Joins Webb Publishing

Webb Publishing Co., St. Paul, Minn., has appointed Hugh E. Curtis to direct its new agricultural services division. Mr. Curtis was formerly editor of *Better Homes & Gardens*.

One . . . and only 1 newspaper covers this market of over ½ million people . . . the

Independent Press-Telegram

Let it do the powerful sales job you want from your advertising in the Southern portion of the Los Angeles-Long Beach Metropolitan Area.

Independent Press-Telegram
Morning Evening Sunday
LONG BEACH, CALIFORNIA
THE INTERNATIONAL CITY
Represented nationally by
RIDDER JOHNS, INC.
MEMBER METRO COMICS GROUP

GLOBAL—*Peter Pan's 26 ads in Sept. 1 Vogue include 21 in foreign languages—Afrikaans, Greek, Singhalese, Portuguese. Ben Sackheim Inc., New York, handled the "World Over" promotion.*

Peter Pan Uses 26 Consecutive Ads in Single 'Vogue' Issue

NEW YORK, Sept. 2—Peter Pan International appears in the Sept. 1 issue of *Vogue* with 26 consecutive ads appearing in an eight-page color section.

Headlined "The fashion stamp of approval the world over," the promotion emphasizes that "'Wherever you are, wherever you go, from the exotic bazaars of Ceylon to the elegant boutiques of France, you'll find your own beloved Peter Pan foundation." Copy in 21 of the 26 ads appears in foreign languages.

Peter Pan International, styling itself the "world's largest association of brassiere and girdle manufacturers," points out the garments are available in 54 countries. Its manufacturer-licensees are boosted via ads in Afrikaans, Dutch, Finnish, French, German, Greek, Italian, Portuguese, Singhalese, Spanish and Swedish. One ad lists U. S. stores tying in with the promotion.

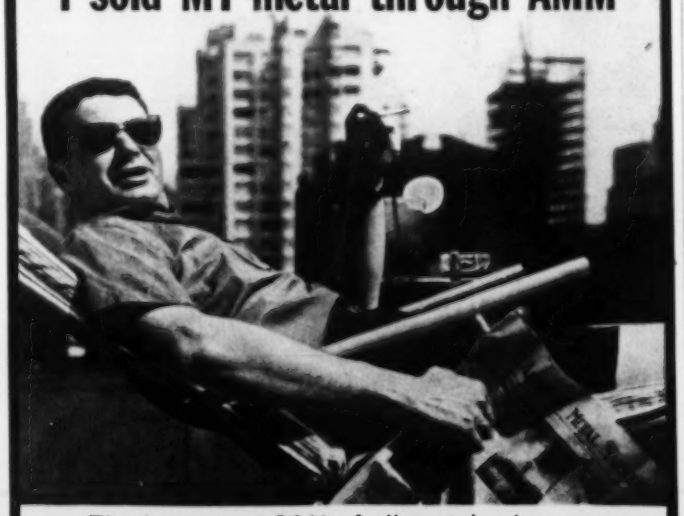
■ The ads all feature Peter Pan's Honeycomb bra. Ben Sackheim Inc., the company's agency, said this is the first time any advertiser has placed 26 consecutive ads in any one issue of *Vogue*, the first time any foundation manufacturer or association has devised a promotion with tie-ins for every department in a department store." #

Rapp Leaves D-F-S; Pritchard Is Dayton Manager

Clyde E. Rapp, vp of Dancer-Fitzgerald-Sample, has resigned as manager of the agency's Dayton office. Thomas Pritchard, of the D-F-S account services department in Dayton, has been named Dayton manager.

Mr. Rapp, who has not announced his plans, joined D-F-S when the agency took over the Frigidaire account two years ago. He previously was with Foote, Cone & Belding and before that with J. Walter Thompson Co. He also has been advertising director of Hamm Brewing Co.

"I sold MY metal through AMM"



The important 80% of all metal sales are influenced by AMERICAN METAL MARKET

Schering Unit Shifts Brands to Burdick & Becker

(Continued from Page 1)

scription but not advertised to the consumer).

White is a subsidiary of Schering Corp., Bloomfield, N.J., ethical drug producer; Schering also made a change recently when it dropped Cortez F. Enloe Inc. as its third agency.

Enloe had been servicing the Polarmine antihistamine line and Schering is now handling this business internally. L. W. Frohlich & Co. continues to handle the bulk of Schering advertising, with five products assigned to Sudler & Hennessey.

■ Meanwhile, ADVERTISING AGE also learned this week that the Wallace Laboratories product assigned to Leo Burnett Co., Chicago, (AA, Aug. 8) is Soma, a muscle relaxant.

This product, which will serve as Burnett's entry into the ethical drug field, has been heavily advertised by the Carter Products division. It has been handled up to now by Robert E. Wilson Inc. Margaret Mauer, advertising manager of Wallace, told AA that Wilson will retain Somacort, a steroid combination for relief of arthritic pains.

Appointment of Burnett was taken in ethical drug circles as further proof that Henry Hoyt, president of Carter, favors use of consumer agencies to handle ethical drugs. The lion's share of Wallace's $4,000,000 ad budget is handled by Ted Bates & Co.

Wallace made one other new appointment this week when it named Ted Gotthelf & Associates, New York, to handle advertising for an unidentified product. Gotthelf previously had one Wallace product—Milpath.

■ Burdick & Becker also announced this week that Jim Collins, formerly with Sudler & Hennessey, has joined the agency as an account executive. #

Radio Gets Adults While Stores Are Open, Says RAB

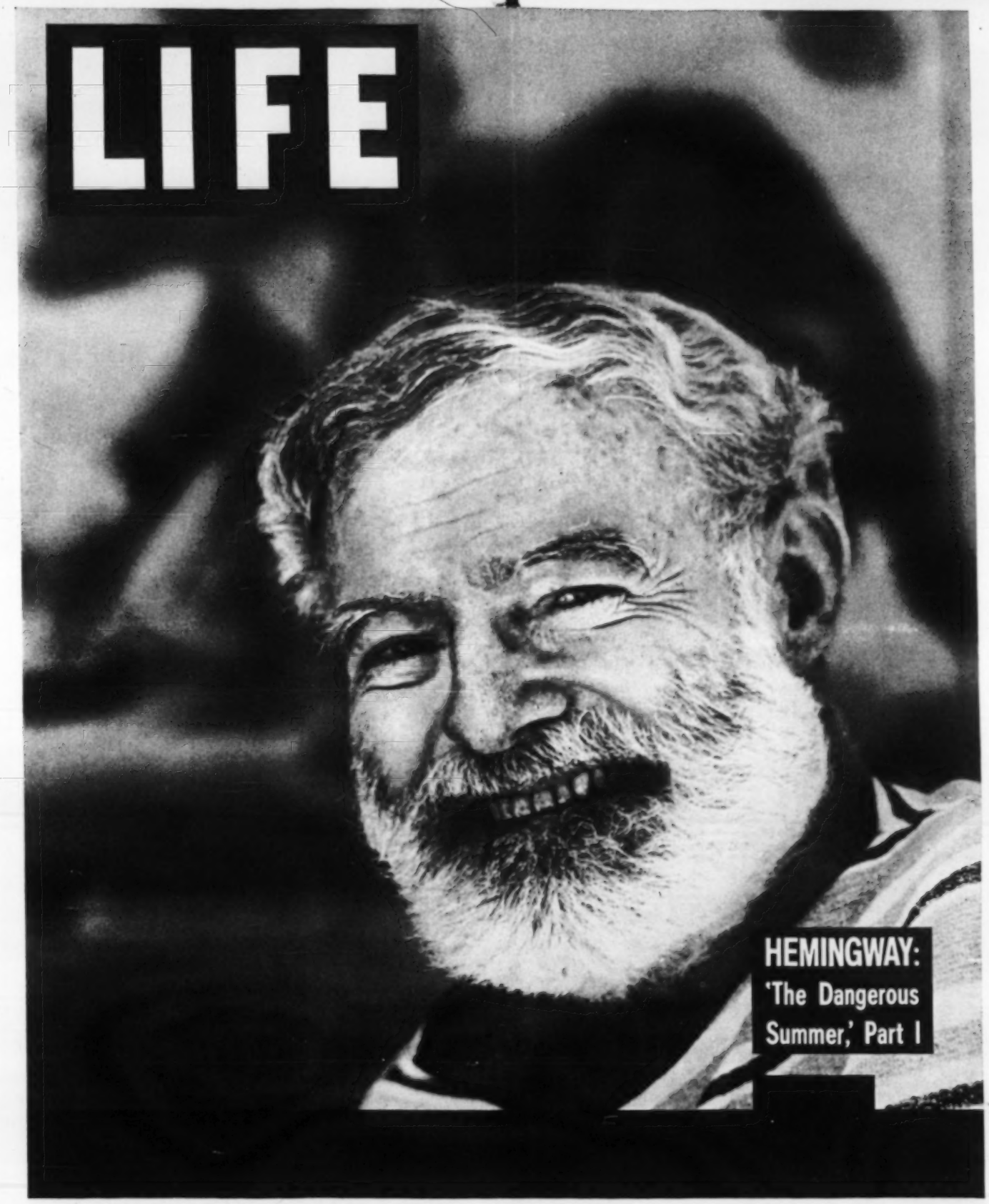
NEW YORK, Sept. 2—If you want to reach adult audiences in the daytime, when the buying is done, use radio.

This is the current featured sales pitch of the Radio Advertising Bureau. Kevin Sweeney, president of RAB, yesterday held a press conference to point out that Pulse Inc. data for 27 major markets showed radio reaching more adult listeners than tv from 6 a.m. to 6 p.m. during the winter of 1959-'60.

Mr. Sweeney said the comparison from the regular Pulse reports was made on the basis of winter, rather than summer, audiences, because radio does exceptionally well in the summer and Radio Advertising Bureau believes comparisons should be made when its competition is strongest.

■ Mr. Sweeney gave this sampling of daytime adult (over 18) audience comparison:

Time	Radio	Television
8-9 a.m.	8,811,330	917,000
9-10 a.m.	7,170,590	2,829,270
12-1 p.m.	6,129,800	4,538,210
2-3 p.m.	5,843,710	4,210,360
4-5 p.m.	7,691,100	4,575,180



HEMINGWAY'S new work in LIFE

This man, who has been called the major writer of our generation, writes again in the pages of this week's LIFE.

And once again, LIFE records a literary landmark by being the first to publish three instalments from Ernest Hemingway's new book, "The Dangerous Summer"— his first major work since his Pulitzer Prize-winning novel, "The Old Man and the Sea."

In "The Dangerous Summer," Mr. Hemingway returns again to the color and conflict of the bull ring to tell the true account of the deadly rivalry between two master matadors of modern-day Spain.

LIFE had the honor of being the first to publish Mr. Hemingway's "The Old Man and the Sea." And now, with the publishing of these instalments from his book, "The Dangerous Summer," LIFE records the latest in a long list of important works which have made their first appearance in its pages.

Among them are "The Bridges at Toko-ri" by James Michener; C. S. Forester's "The Good Shepherd"; "The Truman Memoirs"; Sir Winston Churchill's "A History of the English-Speaking Peoples."

Each major work is a hallmark of LIFE's declared purpose to be first in presenting the significant happenings on all fronts and in all of the many worlds we live in.

CAMPAIGN IN LIFE AND YOUR PRODUCT WILL GET THE VOTES

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker